

AUGUST 17, 1911

AUG 16 1911

PRICE 10 CENTS

# LESLIE'S

ILLUSTRATED WEEKLY



## The Man Who Brought Judge Home and the Man Who Didn't



### The Man Who Did:

HIS PATH WAS BRIGHT AND SUNNY BECAUSE HE WAS SURE OF THE WELCOME HE WOULD RECEIVE.

JUDGE NOT ONLY MAKES FUN BUT SENTIMENT ALSO; AND IN BOTH FIELDS IT IS UNEXCELLED.

FILLED WITH HUMOR, SATIRE AND CARTOON, GLADDENING THE HEARTS OF ALL, THE MAN WHO BRINGS IT HOME IS SURE OF A WARM WELCOME.

????????



### The Man Who Didn't:

ALAS! TOO SAD TO RELATE.

## Which One Are You?

LESLIE-JUDGE COMPANY,  
225 Fifth Ave., New York.

Please send to me a copy of JUDGE and engravers' proof of front cover for framing.

Enclosed 10 cents in stamps.

Name .....

Address .....

## The Editor's Desk

Are you driving the same old mule down the same old furrow day after day?

Most of us are. That's the price we pay for industrial specialization.

When the brain learns to do one thing well, its other powers are in danger of atrophy.

One of the best safeguards against stagnation is the stimulus of the thousand and one interests and enthusiasms brought to you each week by the pictorial reporter.

When the whole world comes romping in to work and play with you, once a week through the pages of *Leslie's*, your particular mule is pretty apt to kick out of the old furrow.

If you maintain your interest in the things going on about you, you will keep out of a rut.

There is no more entertaining way to keep informed than through *Leslie's* pictorial pages.

## Quality and Quantity

Some advertisers will pay an average price of \$1.50 per thousand circulation for a standard magazine page in certain class magazines of limited circulation, while the same space can be had in popular monthly and weekly publications of wide circulation at an average price of 75 cents.

The space buyer justifies this expenditure of 100% more per thousand in a class publication by convincing himself that he is buying quality circulation.

Is this an actual fact? Is it reasonable to assume that a publication with a circulation of say 163,000 will have 100% more purchasing power than a publication with a circulation of say 360,000, especially when the yearly subscription price is practically the same?

The fact is that a class publication attracts a class of like hobbies and tastes rather than purchasing power. Would you decline passage on the S. S. Olympic on account of the large number of steerage passengers carried, overlooking the fact that the Olympic carries more first and second class passengers than some smaller steamers carry of all three grades combined?

One advertiser speaking of replies in one mail says:—"We had thirteen inquiries, seven were from *Leslie's*. Six of the seven were well rated business men. Five of these were rated better than \$500,000. Two of them were presidents of concerns whose ratings in *Dun's* were AaA1."

Circulation Guaranteed 340,000 Copies an Issue. \$1.25 a Line

ALLAN C. HOFFMAN, Advertising Manager

**Leslie's**  
ILLUSTRATED WEEKLY

"Tells the news of the world in picture"

## "The Flagg Girl"



Copyright, Leslie-Judge Co.

"HERE'S HOW."

By James Montgomery Flagg.

Facsimile in color, 8 1/4 x 11.

Mounted on heavy brown paper, 12 x 16. Fifty cents.

James Montgomery Flagg has drawn a series showing the famous Flagg girl and some of her admirers—pictures full of human interest and appeal. Colored proofs of these pictures are especially appropriate for your summer cottage, bungalow or den.



Copyright, Leslie-Judge Co.

"YOUR FAVOR TO HAND."

By James Montgomery Flagg.

Facsimile in color, 8 1/4 x 11.

Mounted on heavy brown paper, 12 x 16. Fifty cents.

Complete illustrated catalogue of our pictures free with each order upon request, or sent on receipt of ten cents.



Copyright, Leslie-Judge Co.

"SAY WHEN!"

By James Montgomery Flagg.

Facsimile in color, 8 1/4 x 11.

Mounted on heavy brown paper, 12 x 16. Fifty cents.

**LESLIE - JUDGE CO.**  
225 Fifth Avenue, New York

Trade supplied by the W. R. Anderson Co., 32 Union Square, New York.



**GIVES A FLOOD OF LIGHT**

That Makes Evenings a Pleasure to the Campers

This 14 candle power lamp is the most convenient lamp made for campers, hunters and anglers. Fulfills every lighting requirement. In the camp—on the woods—or on the water. Projects a bright white light 100 feet. The

**BALDWIN CAMP LAMP**

can be worn on cap or belt, leaving both hands free. Burns acetylene gas. 25 cents' worth of carbide gives fifty hours' light. Smokeless, greaseless and absolutely safe. Every lamp guaranteed. 3 1/2 inches high. Weight 3 ounces. For sale at leading Hardware and Sporting Goods Dealers, or sent prepaid upon receipt of regular price, \$1.00. Write to-day, giving your dealer's name and address, and we will mail illustrated booklet FREE.

**JOHN SIMMONS CO.**  
14 Franklin St., New York.

**ARNICA A TOOTH SOAP**

good for the whole mouth—cleanses, heals and makes antiseptic the gums. Cleans and whitens the teeth. Neutralizes all mouth acids and prevents decay and discoloration.

Comes in cake form that will not break or spill—twice as convenient—twice as good. Each cake in a compact metal box. 25c at all druggists or sent by mail.

**C. H. STRONG & CO., CHICAGO**

**\$1.00** TO INTRODUCE THE Celebrated "LENOX" Brands of Silk and Lisle Hosiery FOR MEN AND WOMEN

One Box Containing 6 Pairs

**GUARANTEED FINE LILE HOSK** sent prepaid and insured on receipt of One Dollar (Regular Price \$2.00). Men's Choice: black, tan, navy, grey. Ladies, black, tan. State size.

Guarantee—If holes in toe or heel within 6 months—New Ones Free. Obtainable only through our accredited agents or direct. We refer to Dun's, Bradstreet's or any Bank in New York City.

**LENOX SILK WORKS, Desk F, 5 West 31st St., N. Y. City**  
Manufacturer of Wearer Products.  
Field Representatives Wanted in Every County.  
Splendid income assured.

**1/2 Price! Free Trial! Easy Terms! No Deposit!**

**Greatest Typewriter Offer Ever Made! No Interest!**

You can get a standard visible typewriter on trial without obligation. A personally written proposition and interesting booklet, "About Typewriters," will be sent on receipt of name and address. Don't overlook this!

**Typewriters Distributing Syndicate**  
(50) 159-CA N. State St., Chicago, Ill.

**Automobilists Attention!**

The readers of Leslie's Weekly who are present or prospective owners of motor cars are invited to avail themselves of the services of our Automobile Bureau.

We will give advice to all readers on motor vehicle subjects, whether their cars are new ones or whether they have purchased a used machine. This applies not only to passenger cars, but also includes anything relating to freight-carrying cars, whether they are big motor trucks or the lighter and faster automobile delivery wagons.

No charge of any kind is made for answering questions and you can be sure of getting unbiased opinions on the merits of either cars or accessories.

If you are planning to make any kind of a tour, long or short, we will be glad to obtain and furnish you with routes and any other information that may be useful to you while en route.

Write a letter or a postal card telling what you desire and we will get the information for you.

**AUTOMOBILE BUREAU**

**Leslie's**  
ILLUSTRATED WEEKLY  
225 Fifth Avenue, New York City

# Leslie's

## ILLUSTRATED WEEKLY

THE OLDEST ILLUSTRATED WEEKLY  
NEWSPAPER IN THE UNITED STATES

"In God We Trust."

CXIII. Thursday, August 17, 1911 No. 2919

New York Office: Brunswick Building, 225 Fifth Avenue. Western Advertising Office: Marquette Building, Chicago, Ill.; Washington Representative, Munsey Building, Washington, D. C.

Branch Subscription Offices in thirty-seven cities of the United States.

European Agents: The International News Company, Bream's Building, Chancery Lane, E. C., London, England; Saarbach's News Exchange, 16 John Street, Adelphi, London; 56 Rue de la Victoire, Paris; 1 Clara Strasse, Mainz, Germany; Brentano's, Avenue de l'Opera, Paris, France.

Subscriptions and advertising for all the publications of Leslie-Judge Company will be taken at regular rates at any of the above offices.

Persons representing themselves as connected with LESLIE'S should always be asked to produce credentials.

TO ADVERTISERS:—Our circulation books are open for your inspection.

TERMS: Ten cents a copy, \$5.00 a year, to all subscribers in the United States, Mexico, Hawaii, Porto Rico, the Philippine Islands, Guam, Tutuila, Samoa. Foreign postage, \$1.50 extra. Twelve cents per copy, \$6.00 per year, to Canadian subscribers. Subscriptions are payable in advance by draft on New York, or by express or postal money order.

BACK NUMBERS: Present year, 10 cents per copy; 1910, 20 cents; 1909, 30 cents, etc.

Subscribers when ordering a change of address should give the old as well as the new address, and the ledger number on their wrapper. From two to three weeks must necessarily elapse before the change can be made.

Subscribers to Preferred List (see Jasper's column in this issue) will get current issue always.

The publishers will be glad to hear from subscribers who have just cause for complaint. If LESLIE'S cannot be found at any news-stand, the publishers would be under obligations if that fact be promptly reported. Senders of photographs or letterpress must always include return postage. We receive such material only on condition that we shall not be held responsible for loss or injury while in our hands or in transit.

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### Some of Next Week's Features

Dated August 24, 1911

**HARRIET QUIMBY'S THIRD ARTICLE ON FLYING FOR WOMEN**—Not only is Miss Quimby, LESLIE's dramatic and woman's page editor, the first American woman to be licensed to fly an aeroplane, but her marvelous feats of skill and daring have been heralded by the daily press of the entire United States. Miss Quimby writes exclusively for LESLIE'S WEEKLY and this will be the third in the series of absorbingly interesting stories of her experiences in learning to navigate the air.

**FIFTY MILLION DOLLARS FOR THE GREATEST WORLD'S FAIR.**—The first comprehensive statement of the plans for the San Francisco exposition in 1915, by Hamilton Wright, illustrated with a chart of the exposition grounds. The progress of the Pacific metropolis since the earthquake and fire has been a modern marvel which this article will fully illustrate.

**A NEW WHITE SLAVE STORY.**—In all the series which LESLIE's has been printing, and which has attracted such widespread commendation, there is hardly a more pitiful case than that described next week. The scene is laid in a Western city and every word is literally true. It is a story which cannot but summon every thoughtful man and woman to battle against this the greatest peril of the nation.

In answering advertisements please mention "Leslie's Weekly."

**50c** Brings You This Big Elegant **MASSIVE ROCKER**

Let Hartman Feather Your Nest

50c puts this big handsome overstuffed Comfort Rocker right into your home. It is upholstered throughout in high grade Imperial leather over best selected hard wood frame. Seat is heavily padded over full set steel springs. Back and sides also padded. Cannot be duplicated anywhere within \$5.00 of our price. Send us the 50c and put this rocker to a 30-day test. If you find it exactly as represented and entirely satisfactory, keep it and pay us—

**50c per Month \$5.85**  
Until you pay in all only

If after trying this rocker 30 days you don't find it all that we claim it to be—if you are not perfectly satisfied in every way, notify us and we will send for the rocker and cheerfully refund your money. We have got to please you, or there is no sale.

### MONEY-BACK GUARANTY

In addition to our binding guaranty, backed by our gigantic capital and multi-million dollar resources, you have the endorsement of the country's biggest banks when you buy from Hartman.

### Bargains Galore

On Free Easy Credit Terms

The rocker value shown above is only one of the thousands of startling offers that we are making. And these great big bargains include homefurnishings of all kinds—everything for the home. We can positively save you from 15 to 50% on any article you may wish to purchase—no matter where you have been accustomed to buying. With our 22 immense retail stores and 1,000,000 customers, we buy in far bigger quantities and at much lower prices than any other similar concern in business. That's why we can offer you the greatest selection of up-to-date styles at far lower prices than you can find anywhere else on earth.

### Big Catalog FREE!

Our great big new 330-page book of bargains pictures in actual colors, over 5,000 different articles, such as stoves, ranges, cups, curtains and furniture of all kinds, as well as silverware, glassware, chinaware, crockery, etc., at prices that have never been duplicated. This is positively the most elaborate and expensive catalog ever published by a homefurnishing concern. Every copy costs us \$1.25 to print and mail. Yet this big, new 330-page book is yours for the asking—absolutely free on request. So send for it right now while you think of it and learn how easily you can furnish your home in real city fashion without pinching, skimping and saving to do it.

**HARTMAN**  
FURNITURE & CARPET CO.  
3950 Wentworth Ave., Chicago, Ill.  
Largest, oldest and best known home-furnishing concern in the world.  
Established 1855—56 years of success.  
22 Great Stores—1,000,000 Customers

**10 CENTS A DAY**

buys the Pittsburgh Visible Typewriter. Made in our own factory at Kittanning, Pa. 265 now—later the price will be \$100. The best typewriter in the world, far exceeds any \$100 machine made. Entire line visible. Back spacer, tabulator, two wheels, one Pittsburgh Visible Machine Free for a very small service. No selling necessary.

**To Get One Free**—and to learn of our easy terms and full particulars regarding this unprecedented offer, say to us in a letter, "Mail your FREE OFFER."

**The Pittsburgh Visible Typewriter Co.**  
Dept. 64, Union Bank Bldg., Pittsburgh, Pa.

**WHITE VALLEY GEMS**

See Them BEFORE Paying! These gems are chemical white sapphires—LOOK like Diamonds. Stand acid and fire diamond tests. So hard they easily scratch a file and will cut glass. Brilliantly pure and 25 years. All mounted in 14K solid gold diamond mountings. Will send you any style ring, pin or stud for examination—all charges prepaid—no money in advance. Write today for free illustrated booklet, special prices and ring measure.

**White Valley Gem Co. 1179 Saks Bldg., Indianapolis, Indiana.**

**Matchless Pocket Lighter**

A perfect lighter. Occupies no more space in the pocket than a pencil. Indispensable to every smoker, hunter, fisherman and automobilist. Heavily plated and made of finest material.

Durable and waterproof, with perfect ignition. Satisfaction guaranteed or money refunded. Sent postpaid \$3.50. Pocket clip \$2. extra. Special proposition to agents and dealers.

**SCHILLER MFG. CO., Dept. 15, Schiller Bldg., CHICAGO.**

One inventor gets rich; another gets nothing. New 128 p. book of Vital Advice, Great Value and Intense Interest to Inventors, tells why, About Prizes, Rewards, Etc. Fortune-Making Inventions Past and Future. Mailed for 20 cents postage.

**Publishers Patent Sense, Dept. 31 Barrister Bldg., Washington, D. C.**

**Stallman's Dresser Trunk**

Easy to get at everything without disturbing anything. No fatigue in packing and unpacking. Light, strong, roomy drawers. Holds as much and costs no more than a good box trunk. Hand-riveted; strongest trunk made. In small room serves as chest.

**C. O. D. with privilege of examination.**  
2c. stamp for catalog.

**F. A. STALLMAN, 64 E. Spring St., Columbus, O.**





THE LONGEST STEP EVER TAKEN TOWARD UNIVERSAL PEACE.

Memorable scene at the White House when Secretary of State Knox and British Ambassador Bryce signed the general arbitration treaty between the United States and Great Britain. This unprecedented international pact, the negotiation of which is to be credited to President Taft, provides for the submission in future of all points of dispute, of whatsoever kind, between the two nations to the decision of an impartial international tribunal. The treaty opens a new era in the relations of nations, making war impossible between the signatories. Left to right around the table: Ambassador Bryce, Esmond Ovey of the British Embassy, President Taft, Viscount St. Phalles, French vice-consul at New York, Chandler Anderson, Counselor of the State Department, Sidney Smith, Chief of the Diplomatic Bureau, and Secretary of State P. C. Knox. On the same day M. Jusserand, French Ambassador to the United States, signed at Paris a similar treaty between France and the United States and sent the document to Washington for the signature of Secretary Knox. Like treaties between two other nations and the United States are said to be on foot.

## EDITORIAL

### Where Do the People Come In?

EVERYBODY wanted the Sherman anti-trust law passed and enforced. The trusts must be busted and the railroads smashed. The demagogues and muck-rakers said it would be a good thing for the dear people. Now the dear people are about to find out by actual experience whether it is good for them or not.

Under the decree of the court ordering the dissolution of the Standard Oil Company of New Jersey, it is to be promptly and effectively dissolved. The company is acting without delay or hesitation. It has already announced to its six thousand shareholders, many of them women holding a share or two, that it will divide among them, pro rata, the shares the parent company holds in thirty-five subsidiary corporations. Many of the small shareholders will find themselves in possession of fractions of shares of indeterminate value. Whether they will lose or gain remains to be seen, but there is no doubt that they are to be put to a good deal of annoyance.

Commenting on the situation, the New York Times says that while nobody may care whether these shareholders are inconvenienced or not, the dear people will all care if they find that as a result of the dissolution the price of oil goes higher. It adds that with thirty-five companies acting independently it is not reasonable to believe that they can reduce the operating cost or make as good returns to the stockholders or keep down the price of oil. It reminds the consumer that when he asks why oil has gone up there will be only one answer, "He will have to be told that the anti-trust law did it."

Our contemporary might have gone still further and shown that the strife of excessive competition among thirty-five companies will not only be destructive to the profits of the Standard Oil Company but to all others in the same line of business, as there will be, as Judge Gary, president of the Steel Corporation says, no equilibrium. Each concern will be striving for its certain trade and will be anxious, if it does not get it, to make it worthless for any one who does. This is the old-fashioned kind of cutthroat competition that prevailed before the creation of the industrial combination, and there is nothing more destructive.

It has been said that the Standard Oil Company was unnecessarily making its shareholders a whole lot of trouble because of resentment at the decision of the court. The fact is the company is doing exactly as the court directed in dividing, pro rata, among its shareholders the shares of the various corporations embraced in the court's decree. It does not seem to be generally understood that these shareholders retain the stock they have in the Standard Oil Company and receive—as a sort of Supreme Court decision dividend—

their pro rata share of the stocks held by the parent company.

The value of these shares no one can, tell for the reason that they now must do business on their own account as independent companies. The business in some instances will be so different from what they have been doing that it will be impossible even to guess their earnings. What they have earned in the past is not a guide. Nor must it be forgotten that many of these corporations got their business, supplies and support from the parent company, while hereafter they are to do business on their own responsibility without this great advantage.

It will be a costly experience for the people to learn just what trust-busting means for them. If it opens their eyes to the fact that all other governments are regarding industrial combinations with favor, because they make for economy of cost and efficiency of production, it will be well. Meanwhile, if the people suffer it is their own fault. They cannot put the responsibility upon the self-seeking demagogues and sensation-loving muck-rakers who are really to blame for it. The worst of it is that even before the people can have their experience our lawmakers at Washington are centering all their so-called intelligence and all their misdirected efforts toward crippling other industrial enterprises in every direction. The situation is well described by our able contemporary, the New York Sun, in these words:

The statesmen at Washington, themselves not uncomfortably provided for, and without any particular feeling of anxiety, cater to the temper of the discontented and strive to add to their number. "It is a fine day; let's go out and try to injure somebody's business": this appears adequately to describe their attitude. They find justification for their conduct in every pocket that is not bare, and applause for their efforts from every pair of lungs whose owner is not anxious to work. When they find a man who has laid by something they shriek that a crime has been uncovered. When a number of vile creatures are shown to have combined to give value to some hitherto worthless thing a conspiracy has been unearthed. If the man who made two blades of grass grow where one had grown before were alive to-day he would stand trembling in the shadow of the jail. Thus the full resumption of business activity, the building of new mills, the opening of more workshops, the employment of laborers in greater number, the starting of new savings bank accounts, are encouraged and fostered by the farsighted lawmakers at Washington. In this way they strive to earn the gratitude of a nation they must believe to be mad.

And all this "In the light of reason!"

### Good for Colonel Roosevelt!

THE PEOPLE admire public officials who are willing to take their full share of responsibility for their administrations. They liked the straightforward way in which President Taft openly assumed all responsibility in the Controller Bay issue. They admired the way in which Colonel Roosevelt fairly smothered the Stanley Investigating Committee by the direct and incisive way in which he held himself alone to blame for permitting the Steel Corporation to absorb the Tennessee Coal and Iron Company during

the panic of 1907. He declared that the result of his course was beneficial from every standpoint and that the action itself at the time when taken "was vitally necessary to the welfare of the people." Nor did he hesitate to say that if a man is worth his salt he will do his duty and act in any way in which the interests of the people demand and which is not affirmatively prohibited by law.

This is the kind of talk we expected from the ex-President—a man of action, of deeds and accomplishments. In 1907, in the midst of a panic, he was called upon to act in the interests of the people and he did. If the knot could not be untied he cut it. Thus the panic was stayed and the day was saved. The challenge of the Congressional Investigation Committee was met by the ex-President with admirable frankness. He at once silenced the tongues of his detractors. What becomes of all the flaring headlines in the yellow journals and the sinister suspicions of the muck-rakers who stood ready to sacrifice the country's prosperity if they could but pin a badge of dishonor on Colonel Roosevelt?

Our only regret is that other public men do not realize as Colonel Roosevelt did, in a great emergency, that beyond all other considerations the welfare of the people, the prosperity of the nation, the employment of capital and labor should have first consideration, the muck-raker to the contrary notwithstanding!

### Our Stupid Treatment of Alaska.

HISTORY is likely to brand as almost criminally stupid the treatment which the powers that be at Washington have for years past been according to Alaska, and which has even led to threats of secession. Here is a territory more extensive than some powerful empires, rich in diversified resources, capable of producing untold wealth and of giving homes, sustenance and prosperity to millions of people. Yet, while every other part of our national domain is being exploited without stint, this great realm of the North is kept in a state of backwardness and stagnation. Antiquated and illiberal Federal statutes restrict and paralyze enterprise within its bounds. Why are these not modified to suit modern conditions, and why is Alaska not allowed to utilize her natural gifts?

Sad to say, among the principal obstacles to Alaska's progress have been the muck-rakers, with their dupes, the timid politicians. The wild and malicious allegations of the yellow writers and the demagogues have been potent in deterring the legislative and executive action that alone can free Alaska from her economic fetters. It is good to discern that the influence of the mud-flinging gentry has begun to decline and their power to wane. Their misrepresentations, their igno-





JAPAN'S GREATEST NAVAL HERO THE AMERICAN NATION'S GUEST.

Admiral Count Heichachiro Togo, famous victor in the battle of the Sea of Japan in 1904, when the Russian fleet was annihilated, arriving at New York on his first visit to the United States. The Admiral crossed the Atlantic in the steamship "Lusitania," and on reaching New York harbor was transferred to the steamer "Seneca," which went down the bay with a reception committee to meet him. This photo is a flashlight taken at midnight. Left to right: State Adjutant-General Verbeck, representing Governor Dix of New York; Chandler Hale, Third Assistant Secretary of State, representing the United States Government; Admiral Togo; Major-General Frederick D. Grant, representing the Army, and Captain T. M. Potts, representing the Navy. While in New York Admiral Togo received many courtesies at the hands of the authorities and of private citizens. Afterward he went to Washington, where he was entertained by President Taft and was otherwise honored.

rance and their malice are now being thoroughly exposed. The Cordova (Alaska) Chamber of Commerce and the press of that region have lately denounced certain utterances in *Hampton's Magazine* concerning the location of the Copper River and Northwestern Railroad as "wilfully, maliciously false," and designed to injure Alaska in general and Cordova in particular. President Taft's recent message to Congress finally disposed of a huge amount of scandalous mendacity in regard to the opening to entry of the lands bordering Controller Bay. The sensationalists have invariably been squelched when the facts have been brought out.

Alaska's most imperative need is liberty to develop her wonderfully rich natural resources, and she should be permitted to do so with proper safeguard for the public interest, whether at the hands of Morgan and Guggenheim or somebody else. Conservation can easily be carried to an unreasonable extreme. Alaskans of the present have some rights as well as those of the future. Secretary of the Interior Fisher, who seems to be in full sympathy with President Taft's commonsense policy, has gone to Alaska on a tour of inspection, and he should be able on his return to recommend measures that will deliver the territory from its present hampered and benumbed condition.

### Are We Unfair to Wiley?

COMMENTING recently on President Taft's approval of cottonseed oil as one of the best of table oils, we said there was a time when the "suggestion that cottonseed oil should be used as a substitute for olive oil would have given the Washington food-faddists a fit." The *News*, of Savannah, Ga., feels that we don't do Dr. Wiley justice. "He has nothing," says the *News*, "against cottonseed oil. On the contrary, he considers it a very good and nutritious food, but it is certain that he would object to having it put up for table use and labeled 'olive oil.' Dr. Wiley simply wants food manufacturers to be honest. He insists that articles shall be given their right names so that the people will not be deceived." True, Dr. Wiley may agree to the use of cottonseed oil because it is a thoroughly wholesome product, but if he acted as he has done in the case of some other equally nutritious products, he would seek by some unreasonable label requirement to prejudice the public against its use and thus kill its sale as a merchantable product.

Does Dr. Wiley always "insist that articles shall be given their right names?" The manufacturers of sugar and syrup derived from corn have contended for the right to call these articles by their descriptive names—corn sugar and corn syrup. Dr. Wiley, however, has insisted they shall be called "glucose," a name against which there is more or less prejudice and which is not truly descriptive, since glucose can be made and is made from potatoes, rice and other products. Overruled by his superior, the Secretary of Agri-

culture, by the Cabinet committee, and finally by President Roosevelt, Dr. Wiley has never accepted the decisions of his superior officers. Instead of conforming to this ruling as a fair-minded man and public officer should have done, he has studiously sought to hamper and embarrass this great national industry in the rightful use of the true titles to its products. With an ever-active press bureau and with the power and position given him to institute suits in courts throughout the country where he hopes for a favorable hearing, Dr. Wiley has not been altogether unsuccessful in his efforts to harass an industry that has incurred his ill-will.

What makes his course all the more inconsistent is the fact that as a chemist he is compelled to acknowledge, willy-nilly, the purity and wholesomeness of the articles in question. We see a possible explanation of his conduct only on the supposition that Dr. Wiley, who has shown himself an insubordinate subordinate in so many instances, is the sort of person who deeply resents being overruled by his superiors and is, therefore, determined, within the limits of the law, to vent his displeasure on any industry that has been the innocent occasion of his discomfiture. We submit that such a man should not be charged with the administration of some of the wisest legislation of recent years.

### The Plain Truth.

TWO young women involved in a notorious shooting affray in New York were cornered by a vaudeville manager as soon as they got their release on \$5,000 bail each, and put on the bill as "Those Two Girls." When this sort of thing has to be done to get the crowd, the theater has sunk to a low ebb and the patronizing public still lower.

FREE education, a free press and a free judiciary are all promised Mexico by Francisco Madero if he ever becomes President of the republic. In the matter of free education and free schools he will have only to extend the work already begun by Diaz, but a free press and judiciary involve a revolution of thought and practice as great as that which ousted Diaz. If Madero can carry out his program he deserves to succeed, and no one will wish it more heartily than his sister republic.

THAT great anxiety of mind goes with the possession of riches is nothing new. Yet the papers make much of Mr. John D. Rockefeller's interest in a sermon he heard at Cleveland by an Oklahoma Baptist minister that casually made this point. The proper management of a large estate is sufficient responsibility for one person, aside from the incessant and persistent appeals for charity and numerous other incidents that go with riches. People who haven't wealth make a huge mistake if they imagine that its possession would bring happiness. Probably the most contented and most to be envied class are

those who possess only a moderate amount of riches, sufficient to satisfy all reasonable desires, but not enough to be a burden.

SINCE the outbreak in the Wiley case, Washington correspondents have been almost swamped by anonymous communications in his defense. They are typewriter imitations, evidently prepared in large quantities, and while extolling the virtues of Dr. Wiley and criticising the motives of the administration in daring to suggest the doctor has misused his office, they incidentally say a word of praise for a certain particular brand of bottled goods. The preparation and posting of these communications, designed to influence newspaper dispatches throughout the country, is costing some one a lot of money. If the public doesn't know the sources from which they come, they might ask Dr. Wiley. He knows everything!

IT IS TO the lasting credit of Postmaster-General Hitchcock's business sense that he is to put an end to one of the most preposterous rulings of the Post-office Department. For many years there has been a ruling against the use of the return coupons in advertisements except under certain peculiar and arbitrary restrictions. No one has ever been able to give a reason for it. It was simply a "ruling" which had caused great annoyance to newspapers, magazines and advertisers. Following his general policy of administering the second-class mail with as little annoyance to publishers as is possible under the law, the Postmaster-General has decided to permit the use of coupons and other order forms in advertisements and the insertion of what are called "cut-out" features in second-class publications.

SHALL a subordinate be permitted to criticise the rulings of his superiors, even appealing to the press to support him in his attacks? On June 30th, Floyd W. Robinson, a per diem employe of the Bureau of Chemistry in its New York laboratory, was dropped by the Agricultural Department for the "good of the service." This subordinate, it appears, did not approve of the referee board created by ex-President Roosevelt. When this board, composed of such eminent chemists as President Ira Remsen, of the Johns Hopkins University, Dr. Russell Chittenden, of Yale, and other equally prominent scientists, made its famous benzoate of soda decision, this per diem employe of the Bureau of Chemistry was unable to contain his wrath. Through newspapers friendly to his cause, he inspired attacks upon the board and their decision and upon his superior officer, the Secretary of Agriculture. In such a case it meant either the dismissal of the subordinate or the loss of all order and discipline in the department. No business can be run along such lines and no government department can be conducted on that basis. A subordinate who will not respect his superior or give credit to his honesty of purpose ought to be discharged at once.



# Illustrations of Current Events



Copyrighted by JNO. WILLIAMS (INC.) BRONZE FOUNDRY, N.Y.  
**A NOBLE PEACE MONUMENT.**

Beautiful memorial designed by Allan G. Newman, soon to be unveiled at the gateway of Piedmont Park, Atlanta, Ga., to commemorate the trip of the Gate City Guard through the North in 1879. This trip had a wonderful effect in allaying sectional feeling. One hundred military companies from the leading cities are expected at the unveiling.



DINSMORE  
**A SENATOR'S NOTABLE CAMPAIGN.**

Hon. Lafe Young, of Iowa, who was appointed United States Senator to succeed the late Mr. Dolliver, addressing the Big Four picnic at Adair, Ia. Mr. Young is a candidate for election to the Senate and is winning the people everywhere by able and eloquent speeches.



MACHA  
**A BOHEMIAN PATRIOT HONORED.**

Statue of the martyred statesman, Karel Havlicek, of Bohemia, unveiled at Douglas Park, Chicago, in the presence of a great gathering of Bohemians. Havlicek was a fearless defender of the rights of his people and a man of sterling character. This is said to be the first Bohemian monument in a public place in this country.



PAUL THOMPSON  
**A FRENCH AVIATOR'S TRIUMPH.**

Andre Beaumont at Brooklands, England, winning the recent 1010-mile aeroplane race and prize of \$50,000. Beaumont is a fictitious name. The airman is really Lieutenant Conneau, of the French Navy. He defeated many contestants.



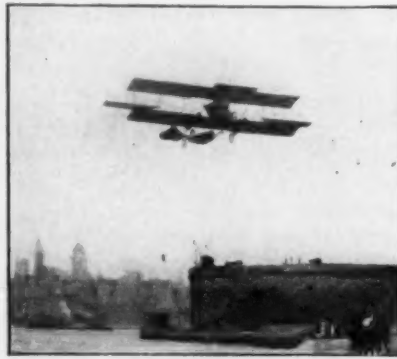
COPYRIGHT HOWELL & ROGNER  
**UNIQUE AND REMARKABLE SCENE.**

Strange combination of craft witnessed at Elliott Bay, Seattle, during the great Golden Poutch (festival). The battleship "West Virginia," at anchor, Hugh Robinson gliding in his hydroplane at left, and Eugene Ely flying in his airship at a considerable height. This photograph was taken after eight P. M.



VAUGHN  
**A MIRACULOUS DELIVERANCE.**

Rescue of Joseph Cleary (in circle) who was entombed seventy feet underground by a cave-in at the White Oak Mine, near Joplin, Mo., and saved after seventy-three hours of digging. Arrow shows Cleary in blankets just taken from the mine.



P. J. PRESS BUREAU  
**A SWIFT HIGH-FLYER.**

Lincoln Beachey starting from Governor's Island, New York, in the Gimbel air race to Philadelphia, which he won in two hours and twenty-two and two-fifth seconds.



D. D.  
**A SAILBOAT CROSSES THE OCEAN.**

The "Seabird," only 19 feet long, arriving at Gibraltar from Providence, R. I., after a successful voyage of 33 days with Captain T. F. Day and two others.



HUTCHINSON  
**WHERE HORSE RACING STILL FLOURISHES.**

Six thousand people in a grand stand built in 18 hours watching the grand circuit races at Grand Rapids, Mich. The stand was burned on the eve of the races and many striking furniture workers helped rebuild it. Over one-hundred thousand feet of lumber were used in its construction.

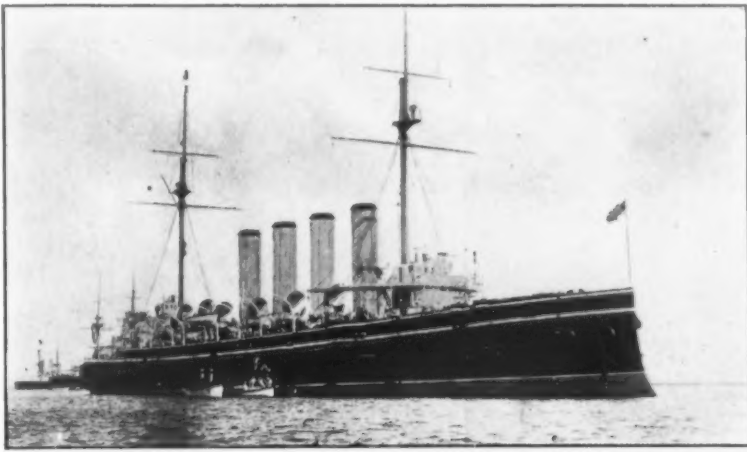


GASKILL  
**IS THIS THE WORLD'S BIGGEST BANNER?**

American flag, 70 by 135 feet, displayed at Chestnut Hill Park, Philadelphia. This is said to be the largest flag in the world. Recently the picture of a flag in Denver was printed in Leslie's with a claim that it was the largest ever made. Is there somewhere a larger banner than the one here shown?

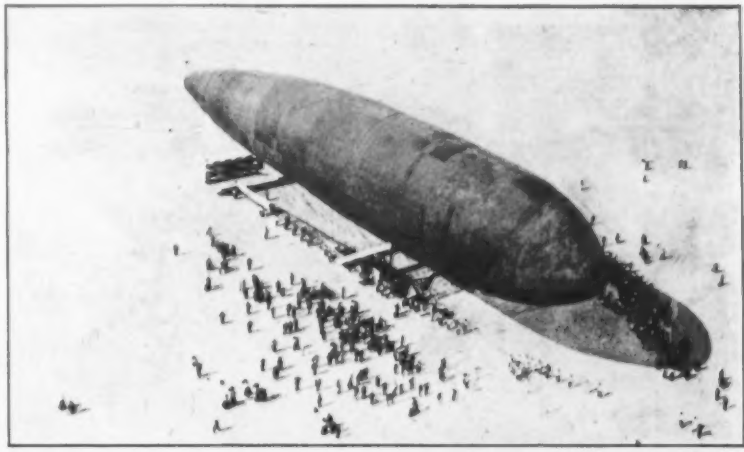


# Matters of Interest in Foreign Lands



CANADA'S BEST WARSHIP WRECKED.

Protected Cruiser "Niobe," flagship of the Canadian Navy, which with seven hundred men on board ran on Southern Ledge off Cape Sable, N. S. Her hull was badly damaged and she was in danger of sinking, but she was saved.



UNIQUE VIEW OF AN AIRSHIP.

The dirigible balloon "Temps," resting on the earth, photographed from the dirigible "Torres" as the latter soared at a considerable height during the Military Review at Longchamps, France.



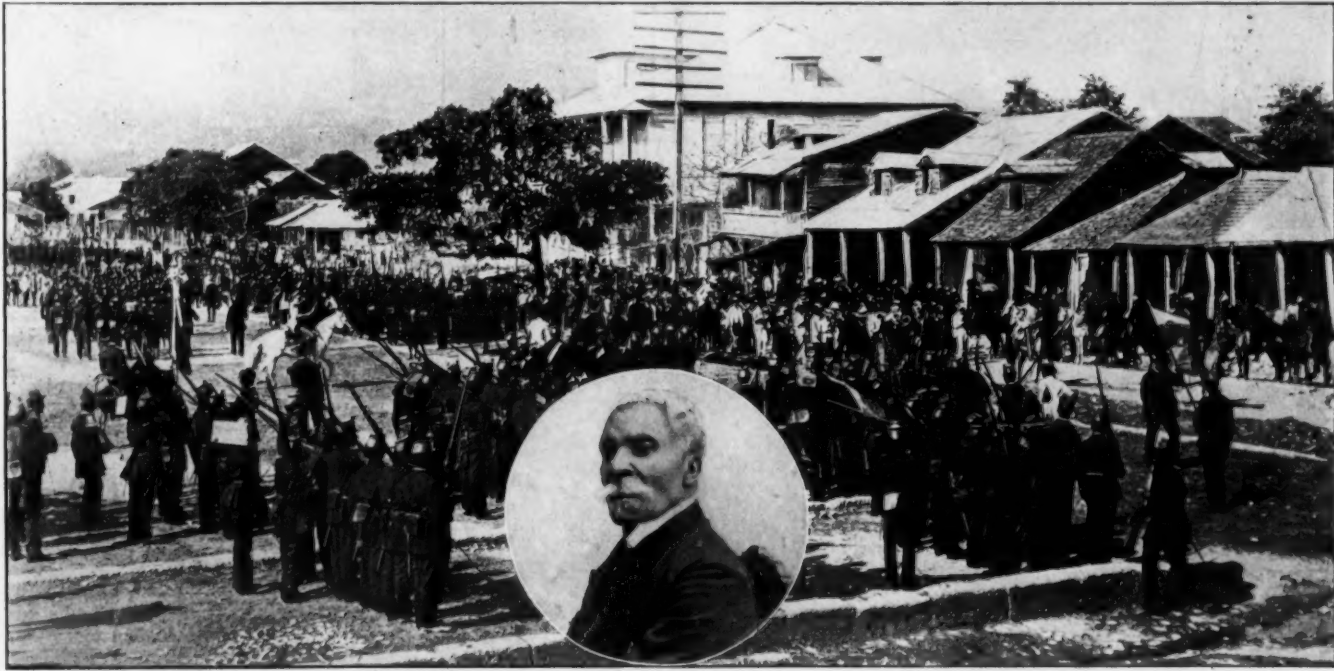
A DIRIGIBLE'S SUCCESSFUL FLIGHT.

The "Temps" soaring to a great height above the grand-stand at the Military Review at Longchamps, France. President Fallieres and other notables were in the stand and a vast crowd was present. Several other dirigibles made ascents, and from some of them novel photographs were taken.



ROUTE OF A REMARKABLE AIRSHIP RACE.

Black lines showing the course taken by the competitors in the 1,010-mile London "Daily Mail" contest. The race began and ended at Brooklands, Eng. The race was won by Andre Beaumont in 22 hours 28 minutes, flying time, and he took the prize of \$50,000.



ANOTHER SUCCESSFUL

Soldiers of the Republic who lately defended Port revolutionists under General Firmjn. The revo-

ANTOINE SIMON.

The aged President of Hayti, who fled the country when the revolutionists triumphed.

REVOLUTION IN HAYTI.

au Prince, the capital, against the attack of the lution ended in the overthrow of the government.

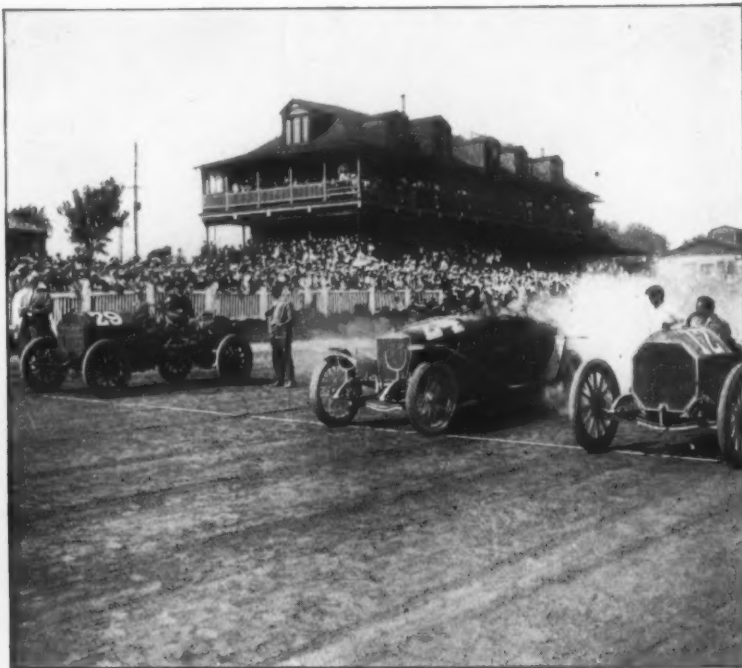


# Pictorial Bulletin of Recent Happenings



RAILROAD DISASTER IN THE SOUTH.

Head end collision of two trains on the Seaboard Airline at Hamlet, N. C. One of them was an excursion train laden with negroes. Eight of the latter were killed and eighty-eight hurt; many of the injured may die.



A RECORD-BREAKING AUTO RACE.

Speed King Burman, in the presence of a large assemblage, starting at Point Breeze, Philadelphia, in a contest in which he clipped off four fifths of a second from Barney Oldfield's record of 59.35 seconds.



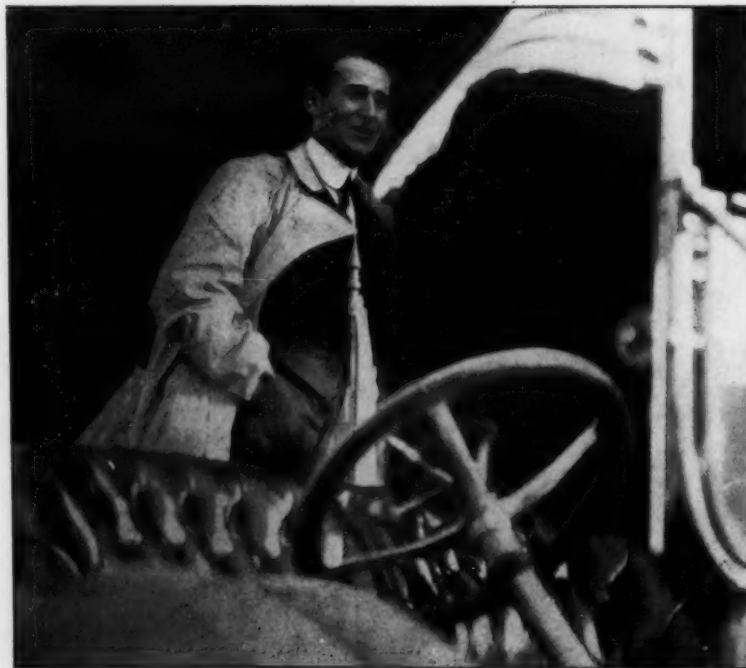
NEW UNDERGROUND RAILROAD FOR NEW YORK.

Large crowd watching the breaking of ground on Lexington Avenue, by Chairman Wilcox of the Public Service Commission for an extension of the subway system in the metropolis. The estimated cost of the extension is \$25,000,000.



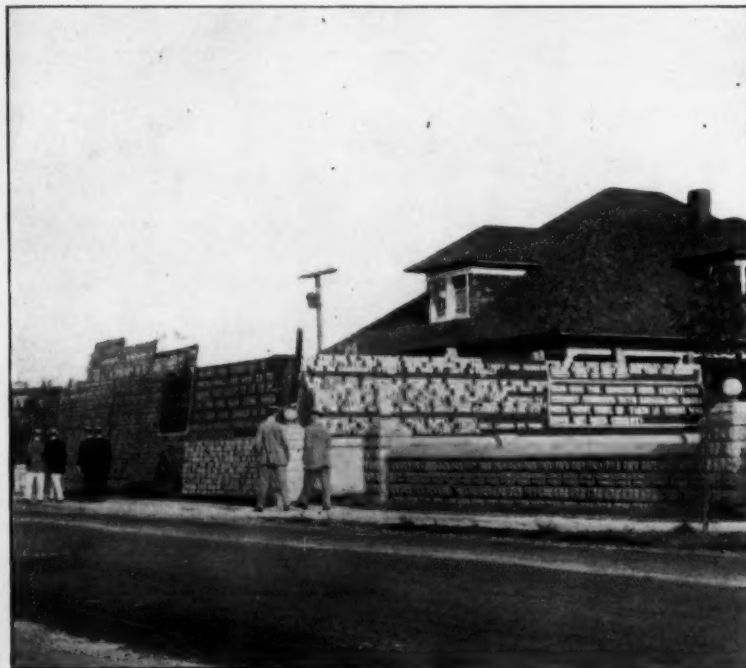
LATEST PHOTO OF THE ILL-FATED "MAINE."

The shattered and mud incrustated warship shown at almost her floating water-line. The water in the cofferdam has been nearly all pumped out, but a great deal of mud is yet to be removed from around the ship.



THE GOOD-ROADS MOVEMENT IN MISSOURI.

Governor Hadley, of that State, speaking at Louisiana, from an auto in favor of a great cross state highway from St. Louis to Kansas City. The Governor was accompanied in a trip of 800 miles by members of the State Board of Agriculture and others and made many speeches in favor of this improvement. His appeals to the people aroused enthusiasm for the project.



STRANGEST SPITE FENCE ON RECORD.

Inclosure erected for his premises at Seabright, N. J., by James N. Allger because his neighbors criticized him for turning his cottage into an ice-cream parlor. Allger covered the fence with notices denouncing his neighbors as robbers, smugglers, etc. He was prosecuted for libel and convicted, but appealed and patrolled his premises with a shot gun. He was finally jailed and soon consented to remove the fence.



# Scenic Wonders of Beautiful Colorado



**NEW LIGHT ON AN OLD SUBJECT.**  
Unusual picture of the famous and much-visited Royal Gorge, Grand Canyon of the Arkansas, flooded with sunlight.



**DIFFICULT RAILROADING IN THE ROCKIES.**  
Heavily loaded passenger train with five engines, climbing Soldier Summit, Utah, on the Denver & Rio Grande Railroad.

**IMPRESSIVE SUMMIT OF THE ROYAL GORGE.**  
Viewed at a point one mile from the nearly perpendicular cliff shown in the center. The height of this wall is 2,627 feet.



**CURIOUS MOUNT OF THE HOLY CROSS.**  
Recent photograph showing gulches forming the cross clearly in spite of the scarcity of snow during the summer.



**TOWERING UNCOMPAHGRE PEAK.**  
One of the highest and most picturesque mountains in the Centennial State. Its altitude is 14,289 feet.



**UNIQUE ROADWAY ON THE HEIGHTS.**  
Traveling on the beautiful skyline drive at Canon City and viewing a noble prospect.



PHOTOS COURTESY DENVER & RIO GRANDE RAILROAD PASSENGER DEPARTMENT  
**ONE OF COLORADO'S FINEST VIEWS.**  
Trout Lake with snow-clad Beauty Mountain in the background. This attractive sheet of water is located in the "Silver San Juan."



# The Girl That Goes Wrong

By REGINALD WRIGHT KAUFFMAN, Author of "The House of Bondage"

EDITOR'S NOTE:—This is the eleventh in the startling series of white slave stories Mr. Kauffman has been writing for Leslie's Weekly. Nation-wide attention has been attracted by these articles which present with such photographic fidelity the details of the notorious trade so long allowed to flourish unmolested. This story reveals a phase of the terrific problem hitherto untouched upon. Next week we shall present by another writer an almost incredible tale of conditions in a Western city. We have also an astonishing narrative from Cincinnati to follow in an early issue. The Kauffman stories as well will be continued from week to week. Every story is founded on fact and each is complete in itself. Every one is worth careful reading.

## The Woman That Is Bohemian

**A**MONG the letters that have reached me regarding "The Girl That Goes Wrong," there is one from a woman in Atlanta, Ga. In it she tells me the story of a girl with whom she was once intimately connected, and she concludes,

"You see how it was with Alice. She is not a 'White Slave,' but it seems to me that she is just as much a danger to society as if she were—perhaps more of a danger than if she were; for, though the White Slave suffers more and is a menace to others, Alice and girls like her, suffering less directly, walk among their fellows and sow seeds of evil when none suspects them. The White Slave is at least known, but the Alices take their victims unaware."

"And yet you must note from what I have written that Alice wasn't altogether to blame. She came to that city clean and unsuspecting. The woman she fell in with was married to a professional man and had a respectable appearance and some friends who were even society people, or said she had. She took Alice to that bohemian club and taught her to drink."

Then slowly she taught her other things, and at last turned her over to a young West Virginian who was one of her (I mean the married woman's) lovers whenever he happened to go North on what he called 'business' and left his wife at home.

"I think that whoever is dealing with this whole problem can't afford to leave out of consideration such women as the one I am telling you about and the one that Alice has become. From what I have heard, this sort are increasing in our cities and are spreading harm among a class of girls that would otherwise lead good lives."

Now, with all that my correspondent writes, I do not entirely agree; but in the main she is right. The situation that she describes is a commonplace and an increasing commonplace. The type is growing and it is at least more insidious than the "White Slave" type. Its passion is to spread evil.

Moreover, my correspondent mentioned the name of the woman that corrupted Alice. Oddly enough, I know that woman.

Should her picture be included in the present gallery? For some time I have thought so; now this letter confirms my opinion. Because her methods are at once so disastrous and so insidious—because they threaten a grade of society usually supposed to be exempt—they should be revealed. So, changing names and places—even substituting one or two minor incidents for other incidents similar, but not precisely the same—I shall tell you something of this woman's history. It may be that some day I shall have to tell it all; but that would mean a novel—and one which I am loath to undertake.

Only a few months since I met her again, this woman that I had last seen as a young wife, in Mansfield, O. I had been a small boy on the previous occasion; seventeen or eighteen years had passed, and time had done much with her, but she had done more with herself.

I remembered, in a flash, her wedding day. I remembered her as she came up the aisle on her proud father's arm. She was tall, then, slim and erect, with a perfectly proportioned, willowy figure, her fine dark hair waving under the filmy bridal veil, her brown eyes large and clear and true. In Mansfield they used always to say that she had "style"; but here in Pittsburgh—

Her father had made what was considered almost a fortune in the War of the Rebellion; he sold mules to the government, and he was the sort of a patriot that does not mind cheating his country. The old stock-farmer evolved a scheme whereby he could sell the same mule twice. Perhaps it was because he repented that old Lozier took to drink. Anyhow, he did take to it, and some of her friends said that Martha boasted of forcing the whiskey upon him until he was sufficiently mellow to surrender her some extra money.

I had heard that Martha's marriage was not happy. Somebody told me that she returned to Mansfield with her daughter and gave it out that Conroy, her husband, was dead. Once she went away to live in Paris and came back with stories of her life there that rather shocked her old friends. She developed, at any rate, a liking for companions a great deal younger than herself, and, until he married a placid nonentity from a local boarding school, there was a good deal of gossip concerning her affair with young Billy Eward, whose people, though they lived in Piedmont, had always been friends of the Loziers.

Yet it was with the still married Eward that I met her just as she was coming out of the Duquesne cafe. She was not the girl that I had seen married that day in Mansfield. She was a little stooped now, and

### How to Obtain Back Numbers

Mr. Kauffman's soul-stirring stories are to be the main feature of LESLIE'S for several months to come. Those wanting back numbers may obtain them as long as the limited supply lasts by forwarding ten cents in coin or stamps for each copy desired. Address—LESLIE'S WEEKLY, 225 Fifth Avenue, New York.

The following stories have appeared:

|                                |            |
|--------------------------------|------------|
| "The Perils of White Slavery." | March 23d  |
| "The Girl That Wanted Ermine." | March 30th |
| "The Girl That Was Hungry."    | April 27th |
| "The Girl That Wasn't Told."   | May 11th   |
| "The Girl That Studied Art."   | May 25th   |
| "The Girl That Was Romantic."  | June 8th   |
| "The Girl That Was Weak."      | June 22d   |
| "The Girl That Went to Sea."   | July 6th   |
| "The Girl That Was Bad."       | July 13th  |
| "The Woman That Succeeded."    | Aug. 3d    |

what had once been slimness was become scrawny angularity. Under the ridiculous hat that was designed for a woman fifteen years her junior, her hair, dry and brittle, was touched with gray, and one loose strand wandered vaguely over eyes that were dull, bloodshot and shifty. She had been drinking and her cheeks were flushed, but the rest of her face was the color of putty and the outer skin seemed separated from the under.

"Mrs. Conroy?" I ventured, half in doubt of her identity.

She laughed, displaying the faintly yellowing teeth of the woman that has been cultivating cigarettes.

"Not that for ever so long," she said. "I'm Mrs. Dominic now."

I did not press the point; I could feel her mentally retreat from it.

"And are you living in Pittsburgh?" I asked of Eward.

"I am," said Mrs. Dominic.

But Eward also answered.

"Oh, no!" he said. "I'm only stopping off here on my way to New York on business."

I reflected that Pittsburgh was a strange stopping place for a Piedmont man en route for New York, and then I noticed that Eward was winking at me over his companion's shoulder. He had a face with skin like sandpaper, wide nostrils and eyes that winked like a satyr's.

"Billy always stops to see his old friends when he's going to New York on business," laughed the woman.

We chatted for a moment more on the curb, and then Eward plucked furtively at my coat tail.

"Mrs. Dominic has to get away to a tea," he said. "We mustn't keep her any longer. Walk along to the Fort Pitt with me and have a drink."

The woman bowed.

"To-night, then," she said to Eward, and turned away.

The West Virginian gave a great sigh of relief.

"I thought I'd never shake her," he said. "She can drink more than any man I know, but, once she gets her claws on you, she'll never let go."

"Then, of course," I suggested, "you'll not see her to-night?"

"Of course I will. I've got to. I'm afraid of her. She'd make trouble for me with my wife. I've been trying to break this thing off for three years and I haven't managed it yet."

"What about her own husband?"

"Who? Dominic? Oh, he's a good fellow, but he's afraid of her, too. Besides, he has an affair of his own; everybody but his wife knows that."

"What's his business?"

"His business is being Mrs. Dominic's husband, and that's trouble enough for one man. He would have made a good lawyer once, but Mrs. D. taught him to drink. Now his practice is a joke. He comes of good people, but they couldn't stand for his marriage, so Martha deals him out a share of the allowance that her father sends her, and, of course, poor Eddie can't quarrel with his meal ticket."

Eward told me more. Some of it I could not at the time believe, but much of it I afterward found to be true not only of Mrs. Dominic in this city, but of other women like her in other cities. Martha's passions had devoured her, but still continued to flame. While she maintained upon one hand the fiction of an acquaintanceship with the fringes of what is called "society," on the other she indulged without stint a craving for making other and younger women into what she had herself become.

"She has three divorces now to her credit," said

Eward, "and I know of two girls on the streets that would never have been there if they hadn't fallen in with Martha."

"Why does she do it?"

"I don't know; but I've met several like her. All people that are bad like to think all other people are bad. Well, Martha doesn't stop at thinking it; she shows 'em the way and provides the men."

"In cold blood?"

"No; that wouldn't work, and she likes to play the long game. That's her interest in life. She's the chief figure in a little club she got up—a club that calls itself bohemian instead of a truer and uglier name—and it's there that she generally operates. Then she'll take up young girls, mostly from out of town—girls that are studying at the institute, or working and living by themselves, and lonesome girls and dissatisfied girls—and she'll be a real friend to them for just so long, and, before they know it, they're on their way."

"Hasn't she any regrets?"

Eward laughed—a short, ugly laugh.

"You don't know Martha," he answered. "She says they're free agents."

"But surely—"

"Oh, sometimes something happens that upsets her a bit. Something happened this afternoon. That's why she's a little early lighting up to-day. She generally doesn't light up very much before five-thirty."

We were seated at a cafe table now. He leaned back and put a match to his cigar.

"I'll tell you how it was," he said. "I got it straight from her."

"Do you think you ought to tell me?"

Eward flushed quickly.

"I think," he said, "that the whole world ought to know. Just you listen for five minutes and see if you don't agree with me. Mind you, Martha's only one of a type."

He blew a long ring of blue smoke.

"Out in Cleveland," he began, "there was a little girl named Mervin—Dolly Mervin. She was good to look at and pleasant to talk to, but she wasn't a howling beauty and she wasn't a genius—just a nice, good sort of girl."

"As I see it, the fault of the thing was Martha and nobody else. Nothing would have gone wrong if it hadn't been for Martha. Still, Dolly's parents, as I happen to know, didn't altogether understand their daughter, and I dare say they made home anything but lively. They'd married late in life and they'd forgotten their own childhood. Then, too, they hadn't any children but Dolly, so she didn't get the benefit of their experience with an elder brother or sister and she didn't have any brother or sister for company."

"Fact is, she didn't have any company at all. Her parents couldn't see why she needed any. They were home every night; they considered each other good company, and, of course, they thought that Dolly ought to concur in their opinion. You know the sort of a household it was; the land's full of 'em."

"I don't mean that Dolly didn't have friends at the public school or that she didn't once in a while go out to a friend's house. She did; but she didn't go anything like as much as she should have gone, and she hated to be under social obligations, because her own home was kept so quiet that she wasn't allowed to repay 'em. So most of the time she just stopped indoors and practiced on the piano."

"That sort of thing went on till she had graduated from the high school. She hadn't been a brilliant student, so she was nineteen years old at that time, and I give you my word that she was absolutely ignorant of at least half of the fundamental facts of her own make-up. What she did have in place of any such knowledge was a tremendous desire to get out of the life she had been leading, to see real life, to go about, to be like other people and to be among them."

"That and her piano. She showed a real talent for music. She loved music and wanted to make it her profession. I don't know enough about such things to say for sure whether she'd have made a concert soloist of herself or only a piano teacher; but I remember that one of the big guns in the Pittsburgh Orchestra told me that she'd have a fine chance if she could only get proper instruction. Anyhow, music was her chance, and she worked it until her father agreed to send her here to study and told her that if she did well he'd try to raise enough cash to give her a course in Europe."

"Well, Dolly came to Pittsburgh and worked hard, and, because she'd never had an opportunity to learn how to make friends, the first part of her stay here was even more lonely than those nineteen years in

(Continued on page 190.)



# The Man Who Keeps His Word

Boies Penrose—The New Leader of the United States Senate

By THOMAS F. LOGAN

WITH what must have been prescience, since he wrote it ten years before Senator Boies Penrose, of Pennsylvania, the new leader of the United States Senate, was born, Schopenhauer, father of the school of pessimism, narrated some time in 1850 a fable dealing with the plight of porcupines.

The porcupines huddled together for warmth on a cold day; but as they pricked one another with their quills, they were obliged to disperse. However, the cold drove them together again, when just the same thing happened. At last, after many turns of huddling and dispersing, they discovered that they would be best off by remaining at a little distance from one another.

In the same way, Schopenhauer pointed out, the need of society drives the human porcupines together—only to be repelled by the many prickly and disagreeable qualities of their nature. The moderate distance which they at last discover to be the only tolerable condition of intercourse is the code of politeness. And the idea was put into practice to the extreme point by Senator Penrose a generation after Schopenhauer expounded his theory.

Successor to Aldrich, of Rhode Island, as chairman of the Finance Committee and as majority leader of the Senate, Penrose stands out in sharp contrast to all the figures that are dominating the national stage to-day. Unlike the mild-mannered, soft-spoken Aldrich; unlike the tempestuous La Follette, unlike the suave but vigorous Cummins, the new Republican leader of the Senate is meat for philosophers, the despair of up-to-date historians, the mystery man of the Senate.

Exemplifying the fable of Schopenhauer, the new Senate leader has kept his distance from his fellow-men. He has no real intimates. He mingles with many men, has many acquaintances and political associates, but he has never allowed himself to become dependent upon any close friendships. He is sufficient to himself and is unhampered, therefore, in running the political machine of Pennsylvania on the card-index system, rewards following service and personal likings and dislikings having nothing to do with the game.

In Pennsylvania Senator Penrose's name has been used as a synonym for machine politics. He has ruled the political organization of that State with a mighty hand since death removed Matthew Stanley Quay, his political sponsor and long the genius of national machine politics.

Penrose, however, has improved on the methods of Quay. His viewpoint, as a matter of fact, is broader and more reasonable. Whatever coldness there may be in his nature is relieved by a sense of humor which, if somewhat cynical, is nevertheless sharply pointed and never failing. If professions of political virtue amuse him, it is because he knows, from long experience, that where one man finds it profitable to use the machine method of politics—the system of service and reward—another finds it profitable to hawk through the streets his undying love for the pee-pul. Since political place and power are the end in both cases, Senator Penrose believes his method is the less hypocritical.

The new leader's great victory in the reciprocity fight in the Senate stamps him as the equal, if not the superior, of Aldrich. When he took the reins from the Rhode Island man, Penrose found himself in charge of a broken harness. There was a Republican majority and yet there was not a Republican majority. Twelve of the number were insurgents and by joining the Democratic forces could make the regular Republicans the minority.

Believing firmly in strict party regularity and that there must be leaders whose word is law, Senator Penrose, personally disliking the low duties of the bill providing for reciprocity with Canada and believing it to be against the Republican policy of protection, nevertheless lined himself by the side of President Taft to support the measure. Not only that, but he took active charge of the bill in the Senate and, against the greatest odds ever arrayed against a Senate leader, brought it through the troubled sea to a safe harbor. The substantial majority given to the reciprocity on its final passage marked a victory for Penrose the like of which the Senate has not known in years.

The Pennsylvania statesman, high-tariff man fighting for a low-tariff bill, outwitted the insurgents, low-tariff men fighting against a low-tariff bill, at every turn in the road. There were days when the insurgents felt sure they had defeated the bill; one particular day when they forced the Finance Committee to report "within ten days" the Democratic farmers' free list and wool bills and when it looked as though these measures would be added as amendments to reciprocity, incurring the President's veto to the whole measure.

By sheer parliamentary strategy, Penrose steered reciprocity out of the dangerous waters of Democratic and insurgent coalition. There was not a day

when he was not equal to the situation, when he was not sitting in his seat ready to make the motion that met the flank movement of the insurgents. That President Taft appreciated the fact that it was Chairman Penrose who saved the bill in the Senate was indicated by the fact that as soon as he signed the bill he directed that the gold pen he had used be sent to the Pennsylvania Senator as a memento.

There has been no pretense in the career of Penrose. There was no pretense about his course in reference to reciprocity. President Taft, as the leader of the Republican party, had a right to demand allegiance from all the members of that party. Penrose expects the same allegiance from those below him. His creed, frankly, is organization. It is told of him that, when asked why he never married, he replied, "If the organization," meaning the political machine of Pennsylvania, "will pick out the girl, I'll marry her."

The story probably is untrue. If it were repeated to Penrose, the chances are that he would not deny it.



SENATOR BOIES PENROSE  
Whose victory in the reciprocity fight stamps him as a great leader.

He rarely denies anything. Denials take time and serve no good end. Therefore political attacks on Penrose usually go unanswered.

A tall, loose-looking man, Penrose gives an impression of laziness to the casual observer. He has a slow gait, a weary, somewhat nasal voice, black eyes that alone tell the story of extreme mental alertness. This slow-seeming physical giant ambles to and from the Capitol alone, lives alone and eats alone, not caring for the chatter of a vis-a-vis. For years he never made a speech in the Senate. He contented himself with hard work in the committees of which he was a

member. He was and is one of the hardest working men in the Senate. Probably no other Senator works such long hours or accomplishes such a vast amount of work, all done systematically.

As chairman of the Committee on Post-offices and Post Roads and as a member of the Finance Committee in the struggle over the Payne law, Senator Penrose showed his fellow-members of the Senate that he had great executive, and especially great political, ability. His refusal to make long speeches, it was found, was due to no lack of oratorical ability, but to his belief in the efficacy of deeds as opposed to the pleasant sound of words. Now, as majority leader, he is compelled to be on his feet almost constantly, and the *Congressional Record* shows that his English is the clearest and most forceful of any man in the chamber.

The keynote of Penrose's statesmanship, however, is that he always keeps his word. He is not in sympathy with demagogues. The insurgents may claim to be the voice of the people, but Penrose believes the voice needed considerable cultivation. No matter with whom Penrose is dealing, however, he can be depended on to do what he says he will do. He knows just what can be done, and his word, therefore, has the value of ability as well as good intent.

There was a time in the debate over the Payne-Aldrich bill when Senator La Follette was doing some sharpshooting against the members of the Finance Committee and when Penrose, to the amazement of the Senate, jumped into the debate to deliver a bitter denunciation of the man from Wisconsin, who, he said, used the methods of a "patent-medicine vender talking from the tail end of a cart."

For a long time La Follette, the most radical of the insurgents, and Penrose, strongly conservative, avoided each other. There came a time, however, when there was a truce between the two factions of the Republican party over a certain bill. The regulars promised to insert into the bill a feature recommended by the insurgents if the latter would vote for a certain other measure.

When the regular Republicans seemed reluctant to carry out their part of the bargain, the insurgents having fulfilled their part, Penrose insisted that the agreement be followed to the letter. He did not rest until the promise was fulfilled. La Follette went to him. "I wish to say," the insurgent explained, "that I appreciate the way you have kept your word in this matter."

"I always keep my word," said Penrose laconically. "It pays."

It was Penrose, again, who saw to it that the regular Republicans kept their agreement with the insurgents as to committee appointments. If there is any weak point in the political armor of Penrose, it is this refusal to break his word under any conditions. He would rather go down to defeat than to break his word, once given. He believes in it because he says it is the rock on which a perfect political machine must be built.

The Pennsylvania Senator holds no grudges. He does not hesitate to make a deal with a political enemy. Just as Shakespeare and Thackeray are said to have been the greatest impersonal artists in literature, so Penrose is one of the greatest impersonal artists in American politics. He is unemotional, as impassive as a clever poker player, never distracted from the game and never led into mistakes by his emotions.

Standing alone, exemplifying the fable of Schopenhauer, impervious to criticism and always with his satirical humor that gets to the foibles of vice and virtue, Penrose has withstood the storms of many agitations. Keeping a firm grip on his political organization, considered in his own State as a dominating politician, he has risen to leadership in the Senate by tireless work, his knowledge of men and his persistent, undying regularity in politics.

The day may be coming when mere oratory, spouted ostensibly in the interests of the pee-pul, will win a man leadership in the Senate; but such a day has not yet dawned.

Party loyalty is the creed of this remarkably reticent man. He knows no cant, he makes no pretense. Political parties, he believes, will forever rule the republic. To the victor falls the necessity of enacting legislation and to the standard bearer belongs the loyalty of his political subordinates.

Penrose's diversions are horseback riding, yachting, hunting and fishing. He owns two saddle horses. He has a yacht, called the *Betty*, which he keeps off the coast of Atlantic City. He spends his summers in Montana, roughing it. President Taft is trying to make a baseball "fan" of him. So far the conspiracy hasn't been successful. The Senator has not been inside a theater for thirty years. He plays politics like a poker player, but he does not know how to play poker. He does, however, know how to play politics and he plays this favorite game of his from the time he gets up until the time he goes to bed. Even when he is asleep, they say, he dreams about the great Republican majorities rolled up by Pennsylvania.

## Pauline Wayne—the White House Cow.

Guests of Mrs. Taft's afternoon teas are served with milk and cream from the new White House pet cow, which those who drink may see grazing, near the southern windows of the Executive Mansion.—*Daily paper.*

WITH Taft, Depew, and others who  
Are favorites of fame,  
Upon the nation's honor-roll  
Inscribe another name,  
That generations yet to march  
In freedom's mighty train,  
May read and ruminate, and so  
Remember Pauline Wayne.

She comes from out the breezy West,  
The home of all things great,  
To help the Chief Executive  
In the affairs of state.  
She yields sweet milk for him to drink,  
Refreshing heart and brain,  
And cream for tea and coffee, too,  
He gets from Pauline Wayne.

She breathes of clover in the dew  
And pastures green and rich,  
Most faithfully in public life  
She fills her humble niche;  
And in the roses or the snow,  
The sunshine or the rain,  
May each of us our duty do  
As well as Pauline Wayne!

—MINNA IRVING.



# Winning the Children To Make the Mothers Buy

Novel Methods Adopted by Wide-awake Merchants To Increase Business

By CHALMERS PANCOAST

"THE SMALL merchant can profitably meet the competition of the larger stores in an appeal to the woman shopper by first winning the children," said a merchant, who attributes his success to carrying out plans which made him popular with the young folks. That modern merchandizing event known as "Children's Day" has become a popular affair in this merchant's store, because he has discovered by getting close to the children he becomes better known to the parents.

Winning the children to a retail store is a present business getter, because the majority of children have considerable influence with their parents when it comes to purchasing anything that pertains to the child's comfort, entertainment, instruction or amusement. Nearly every mother will favor the store with her patronage that holds out some special inducement or form of entertainment to her child. Winning the children to the store is a future business builder, because the children who visit the store today will be the grown-up customers in a few years, and, according to the laws of human nature, they will go to the store where, as children, they were in the habit of going. And they are the most likely to go to the store where they were well treated. If favorable impressions are received early in a child's life, they will remain the lasting ones.

After graduating from a city department store, an ambitious young man selected a small manufacturing town as a likely place to go in business for himself. On his first visit to the town he was deeply impressed by the large number of children he saw playing in the streets. The ideas which he evolved from this impression were the foundation of his business success in that town. Instead of advertising an ordinary formal opening, he drew attention by a mysterious announcement in the newspapers and circulars which were distributed from house to house. The unique advertisement said, "I Am for Children. I Have Planned a Great Event for Their Pleasure. Watch for It." Small announcements of this nature were printed and distributed for several days to arouse the curiosity of the people and set them to guessing and talking. Then a large advertisement was published, which said plainly and convincingly that the new store would be known as "The Children's Store." This news, coming right on the heels of the small mystery ads., was read at a time when the minds of the people were in a state of expectancy, and it created a favorable impression which remained with the public.

The basement of the new store was turned into a playroom for children in bad weather, and a vacant lot next to the store was made into a public playground for nice weather. The one desire of this young merchant was to make his store a home for children. Every week he advertised new games, guessing contests and all sorts of entertainments for children. Girls were urged to bring their dolls and playthings, boys their toys and marbles, and all have a good time. On certain days, announced as special days for bargains in children's goods, he would draw crowds of grown-ups by offering to give away new novelty toys, picture buttons, post cards and various novelties to all children accompanied by some grown person. This was an inducement to make the children urge some person to come to the store with them. All his advertisements were heart-to-heart talks with children as well as adult shoppers. His dream of making a real children's store soon became a profitable realization. The children who are entertained, feasted to cakes and lemonade on certain days, became loyal boosters and "The Children's Store" was the most popular and busiest spot in the town. When he won the children he won everybody.

An even more elaborate plan was carried out by another merchant, who believed that mothers would be more likely to shop at the store that did the most to entertain and delight their children. The strong factor in this plan was a special inducement which caused both children and their parents to visit the store for a special purpose. An unusual interest was developed by arousing curiosity and getting the people to guessing about a much heralded "Children's Carnival." The principal feature of this selling event was a prize bird-coloring contest, at which all boys and girls under the age of fifteen years might take part without any charge or a purchase of any kind being required. The children wishing to compete in this contest were requested to visit the store and receive the first card of a series of six and a circular of instructions on how to enter the contest. Each card was a reproduction of a pen drawing of a different kind of bird, which might easily be colored and transformed into a bird with beautiful plumage. The prize bird-coloring contest was conducted for six weeks, and it was necessary for each child entered in the contest to visit the store at least once a week to get one of the new cards issued by the store. At the

end of the six weeks the cards received were to be colored, mounted and brought to the store, where they were placed on exhibition to await the decision of the judges. After the prizes were awarded, the winning specimens, with the names of the prize winners, were displayed in the show windows. This brought hundreds of people into the store and pleased the parents as much as it delighted the children. That no child might be disappointed and take offense at the decision, a beautiful souvenir was given to each one who had entered the contest and who had not won a prize. The children themselves were requested to come to the store each week to receive the cards to be colored, in order that they might learn something about the goods on sale, but more especially that they might learn to feel thoroughly at home in this store. Through this method of entertaining the children, the merchant became more popular and increased his business to a large extent.

A large department store in a Western city held a novel children's day event by advertising that the "Sea Shore and Merry Waves" would be found at the store. On the fourth floor of the store, where the children would not be bothered by too many grown-ups, a big pile of clean, dry sand was placed for the little folks to play in. There were shovels to dig with and molds to make many interesting shapes in the sand. The other attraction—"The Merry Waves"—was provided for the entertainment of boys and girls too large to be amused by the sand pile. "The Merry Waves" were merry-go-rounds, large enough to carry two children. They were made to revolve by working levers, and as they swung round and round there was a delightful motion as if one were in a boat. An extensive program was carried out, which included many other amusements which children like. A real Punch and Judy show and a lively, rollicking street piano to furnish dance music was a big attraction on still another floor. In the basement a soap-bubble-blowing contest was held and instructions were given in new tricks in the bubble-blowing art.

The enjoyments just mentioned were not all, by any means, that was provided for the children at this delightful event. Gifts were presented to all children accompanied by their parents. Interest was created by giving the children the pleasure of guessing what the gifts were. Announcements were made that the first six hundred children visiting the jewelry department would receive a present, the name of which was withheld. The first eight hundred children to visit the toy department were presented with an entirely different gift. This plan was arranged so that the children would be induced to visit at least a department on each floor where more than ten thousand free gifts were distributed. The virtue of this idea was that the children obtained a very good impression of the location of the various departments. This was an annual event carried out on a very extensive scale, but the attractions for the little folks and the presents they received were of a nature to keep this store fresh in their memories.

A small store in Wisconsin brought the children in droves by giving away hundreds of doll bonnets absolutely free. The bonnets were bought in various colors and made a very striking window display through which the free offer was advertised. The store would not sell any of the bonnets. It was announced that on a certain day and at a certain hour the bonnets would be given away to all children who came to the store for them. There was no obligation to buy anything connected with the affair, only that each boy or girl wanting a doll bonnet must carry in their arms a doll or Teddy bear. On the day appointed for distribution, as early as seven o'clock the little ones formed a large crowd in front of the store. The affair caused plenty of amusement among the children. All sorts and conditions of dolls were resurrected on that morning—some without hair, some without eyes, others without hands or feet, and many of the dolls and Teddy bears with features terrible enough to scare the child carrying it only for the one great fact—a doll bonnet was to be received for nothing. This merchant said of the results, "We considered this good advertising, because by making ourselves popular with the children of all classes we attracted the attention of the public and established ourselves more firmly with the relatives of the children."

"If you are in business to stay," said this merchant, "try some plan occasionally to win the children, because the children of to-day, which so many merchants make the mistake of considering a nuisance around a store, will be the customers of to-morrow."

In a Southern town a merchant found it difficult to compete with the larger store in advertising until he hit upon a clever plan of engaging the children of the town to work for him. The boys and girls were invited to come to the store and get shopping cards, which they were to distribute among their friends.

Whenever the bearer of the card bought goods to the value of one dollar, the child whose name appeared on the card was credited with five cents. After a certain period five dollars in gold was given to the child whose account registered the largest amount. The prize was given in addition to the amount already earned. Each child had the choice of cash or merchandise from the store equal to the amount which they had earned. This plan was so successful it was repeated at various seasons when the children were anxious to earn money.

Christmas is a merchandising event in which children are an important factor. A merchant who wished to draw the Christmas crowds concentrated his efforts on the children by making an alluring offer of something for nothing. He had two objects in view—to get the grown-ups as well as the children into his store to do their Christmas shopping early and to keep them coming until the end of the holiday season. The most important feature in his plan was advertised as a "Stocking Storm." The announcement was a public invitation to all children up to ten years of age to bring a stocking to the store, where it was to be left to be filled and then delivered the day before Christmas. A condition of the plan was that a grown-up person accompany the child when the stocking was left. The Stocking Storm was started about a week before Christmas, so that there was plenty of time to fill the stockings and arrange them in properly labeled boxes to insure prompt delivery when called for. In each of the stockings left by the children were placed penny toys, candy, nuts, popcorn, etc. This plan had the distinct value of centering the attention on the store during the season when the crowds are fickle.

Another novel form of entertainment was provided for children by a New York department store to draw the holiday shoppers. A track five feet wide and irregular in shape was laid out on the third floor of the store. The flooring under the track was protected by tar paper and sawdust. The space within the borders of the track was filled with evergreen shrubs and plants. Four donkeys, saddled and bridled, were placed on the track, and every boy and girl accompanied by an adult was allowed to ride one of the donkeys twice around the track. At various points along the track were placed figures representing the "Snow Man," "Santa Claus," "Red Riding Hood," "Buster Brown" and other familiar characters. This novel idea was the best attraction for children and their parents ever introduced into the store. On the same floor special, decorated booths were arranged, from which were sold children's toys.

Children were attracted to a small department store through a plan which was advertised as the "Doll Dressmaking Contest." This attractive feature was planned for girls under fourteen years of age. Dresses for all kinds and sizes of dolls were made from remnants furnished by the store and, when finished, were placed on exhibition in the show windows of the store. All children who entered the contest were given dolls to pay them for their interest.

That the ways of winning children are numerous and novel is shown by the unique plan which was put into execution by a California store. A few days before Christmas this store had an ascension of one hundred toy balloons. To each balloon was attached a numbered ticket and for the return of the tickets certain prizes were awarded. Announcements were made in the newspapers, giving the numbers attached and the kind of a prize each number would draw.

A combination inducement plan, which had the virtue of making boys and girls read the advertisements and visit the store, was used by a new store to overcome a great deal of competition. The names of ten children were placed in each day's newspaper advertising. The names were printed in very small type, making it necessary for a child or its parents to read the entire advertisement to learn what names were printed. Beautiful articles were given to each child whose name had been drawn from a ballot box and inserted in the ad. By placing the names among the list of articles offered, every item was sure of being read. As no one knew what names were to be used, the interest of the public was kept alive until the name of the store had been firmly impressed in the minds of the people.

Interesting children in a shoe store was accomplished by a unique prize contest. The shoe dealer looked upon school children as his best customers, because they wore out the largest amount of shoe leather. A prize contest appealed to the little folks and proved a sure way of securing their trade. Previous to the opening of school the shoe merchant called the attention of the boys and girls to his show windows. In one was displayed boys' shoes and in the other girls' shoes. Neither line of shoes had been named, and this was made the basis of the contest. The headline of the large poster in the windows read:

(Continued on page 190.)



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# How a Woman Learns To Fly

By HARRIET QUIMBY



MISS HARRIET QUIMBY OF LESLIE'S WEEKLY.

The first woman in America who has won a pilot's license from the Aero Club. She drives a Moisant monoplane, 50 horse power.



MISS MOISANT LANDING AFTER HER FIRST SUCCESSFUL FLIGHT.



MISS MATILDA MOISANT.

Sister of the late J. B. Moisant, a world-famous aviator, the first to cross the English Channel, is making rapid progress in the art of aerial navigation.

**EDITOR'S NOTE:**—This is the third of the series of interesting articles on "How a Woman Learns To Fly" written expressly for Leslie's Weekly by its dramatic editor, Miss Harriet Quimby. Not only is Miss Quimby the first woman in the United States to win a license to fly an aeroplane of any kind, but she holds the world's record for landing with a monoplane on her license trial. She is the first woman in the world to be licensed to fly a monoplane under the newly established rigid requirements of the Aero Club of America. Under the old conditions which were much less severe, a license was granted in France to Mme. Dutreu. Miss Quimby's experiences will appear exclusively in Leslie's Weekly and in her next article she will describe how she won her license and made a world's record.

**F**OUR o'clock in the morning! The light is just dawning as the telephone at the Garden City Hotel summons me to rise. The birds are chirping.

The air is heavy with the odor of the fields, the trees and the flowers. It is the time when nature seems to be at rest, and is, therefore, especially adapted for a lesson in flying. This is the reason why the students at the Moisant Aviation School must submit to the penalty of an early contemplation of nature, whether they appreciate it or not.

The student of aviation must be the earliest riser of all students in search of knowledge, for the lessons can be given only while the air is still and while the little signal flag on the field clings close to its mast. Dressing in a



STUDENTS AT THE MOISANT AVIATION SCHOOL. Watching a flight of one of their number. From right to left: Messrs. Mortimer F. Bates, Fernando de Murias, Philip Wilcox, S. S. Jerwan, Chief Instructor Monsieur Andre Houpert and the Misses Moisant and Quimby.

grass cutting. This means that he mounts the machine, the motor is started and he attempts to guide it as it moves swiftly on its wheels over the long stretch of grass to the far end of the aerodrome. Here a mechanic is posted to await the student's arrival, turn his machine around and start him back again over the course. He is, indeed, a promising student if he has made anything like a straight line in his grass cutting. If he succeeds in doing this five or six times without mishap, he is permitted to take short jumps of two or three feet in height in the air as he rushes across the field. An irreverent newspaper man termed this feat kangarooing, which name seems to fit the performance pretty well. It is at the kangarooing stage that the fascination of flying begins.

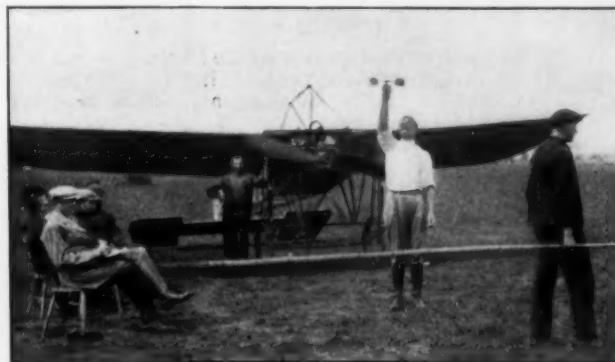


MISS MOISANT GIVING THE SIGNAL TO START.

The mechanics release their hold on her machine, which has speeded up with sufficient velocity for a flight.

windmill, with cups instead of blades, and the strength of the breeze is measured by the rapidity with which the cups revolve (see photograph illustration).

If Professor Houpert's verdict is favorable, there is a general scurrying toward the dressing-rooms, where the students cover their natty aviation costumes with homely, one-piece mechanic suits, calculated to withstand any kind of wear and tear as well as oil. Each student picks up a chair and drags it from the hangar to the field, so as to rest comfortably until his or her turn comes to take a lesson. The beginner takes his first lesson in



PROFESSOR HOUPERT.

Measures the velocity of the wind before sending his assistant to the far end of the field with the signal flag, which indicates the landing place of the student flyers.

hurry and waiting for a moment to enjoy the healthful precaution of a cup of hot coffee poured from a faithful vacuum bottle, the student is soon on the way across the field to the hangars, where the aeroplanes, with expanding white wings, are silently awaiting their flights. The activity of instructors and students here is in striking contrast with the quiet of the sleepy hotel just left. Even the little white dog with a black spot on his forehead, the much petted mascot of the school, is alert and seems thoroughly interested in the goings on. An anxious look is directed from time to time to a little red flag on the end of a tall bamboo pole, placed in the middle of the aviation field, and there is considerable misgiving as the light piece of bunting flutters from its mast. Each one hazards a guess as to the possibility of a flying lesson. All hope that the wind is not too strong or too puffy, but all fear that it may be, for this is not an unusual experience. Professor Houpert, the instructor, settles that matter by walking out into the open with an anemometer and measuring the velocity of the breeze, which he may report as blowing four or five miles an hour. If it is over this, the school is called off for the day, for a student of aviation who ventures into anything more than a six-mile wind, especially with a low-powered school machine, is almost certain to come to grief. This little measuring instrument resembles a small



MR. PHILIP WILCOX, FIELD MANAGER. Besieged by the students who want to peep at the record chart after the lesson is finished.

There is no exaggeration regarding the much reported sense of fascination which accompanies a flight, however low, through the air. The feel of the first freedom experienced as the wheels leave the ground makes the student eager for a longer flight. It is not surprising that sometimes a fledgling will forget what the instructor says and elevate his planes, which, of course, like a flash, shoots the machine into the air. Finding himself much higher than he expected to go, he is more than apt to seek a sudden descent, involving both a breakage and humiliation.

As the seniors enjoy the discomfitures of a freshman at college, so do the senior students of aviation enjoy the antics of the grass cutter. The length of time that the would-be aviator remains in the kindergarten class depends largely upon himself. It is no disgrace to spend weeks at the early stage of instruction, for some of the world's best flyers have been the slowest to learn. Nor should it be forgotten that the lessons, depending on weather conditions, must necessarily be irregular. Learning to fly is like learning anything else. It requires patience and stick-to-it-iveness to master the art. It requires these qualities, also, to learn to drive an automobile, but it does not follow that one who can run an automobile can drive a flying machine, for there is no similarity

(Continued on page 191)





#### PLANNING TO PROTECT THE PANAMA CANAL.

General view of the islands of Perico, Culebra and Flamenco, situated off the Pacific end of the canal, on which fortifications are to be erected by the United States Government. When the break water has been completed to Naos Island the four islands will be joined together with filling material. Major-General Leonard Wood and other army officers lately inspected the sites for canal fortifications.



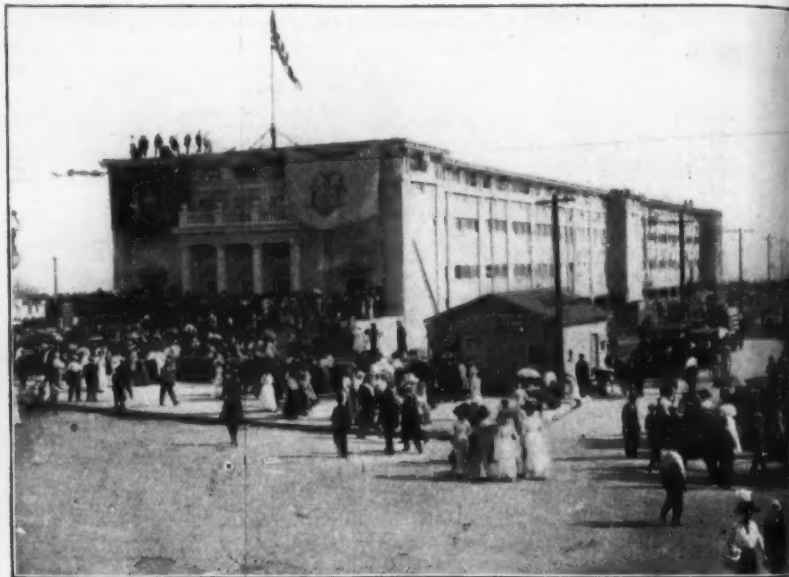
#### INTENSE ACTIVITY ON THE PANAMA ISTHMIAN

Picturesque scene at the installing of concrete for the Panama Canal locks. The locks are not far from the Pacific end of the canal.



#### UNCLE SAM STARTS ANOTHER BANK.

Crowd at the opening of the Postal Savings Bank in the General Post-office at New York. The first day there were 160 depositors handing in amounts ranging from \$1 to \$100 each.



#### A FIVE HUNDRED THOUSAND DOLLAR BATHING HOUSE.

Opening of the new Municipal Bath Building at Coney Island erected by the city of New York. The building was dedicated with appropriate ceremonies and water sports, which were witnessed by hundreds of thousands of people.



NEWEST MANEUVER OF THE ATLANTIC FLEET.  
Going through the process of planting powerful mines in Cape Cod Bay, Mass. Sailors from the battleship "Nebraska" lowering the cases for explosives into the sea from the ship's boats.



MAKING AN AMERICAN HARBOR IMPROVABLE.  
Taking mines from the U. S. S. "Nebraska" of the Atlantic fleet (Mass.) Harbor. Eighteen mines from the ship were lowered into the sea, rendering the harbor too dangerous for hostile ships.





ACTIVITY ON THE PANAMA-ISTHMIAN WATERWAY.  
Work is being done at the installation of concrete for head and side locks of the Panama Canal. The Miraflores locks are not far from the Pacific end of the canal.



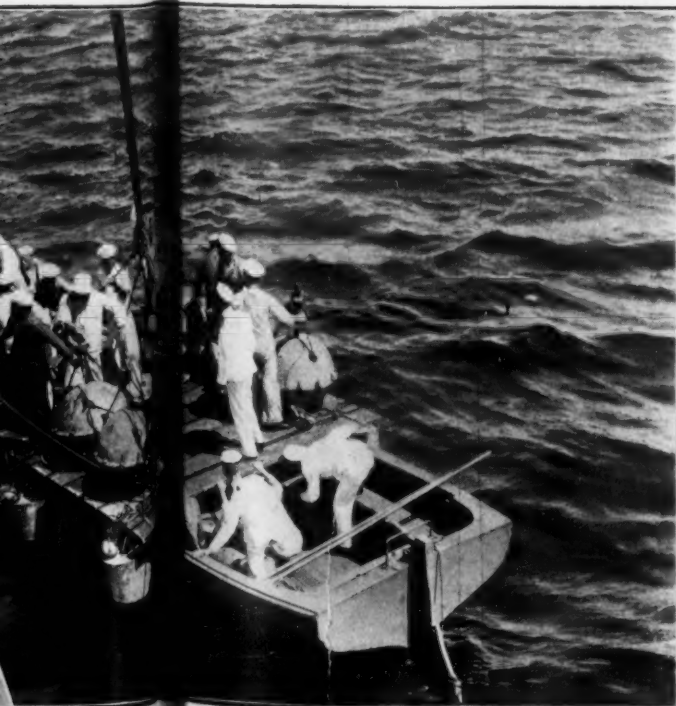
AN ADMIRABLE SITE FOR CANAL DEFENSES.  
Naos Island, which will be connected with the mainland by the Balboa Breakwater now building, and with three other islands, all to be turned into one and to be fortified for the protection of the Panama Canal.



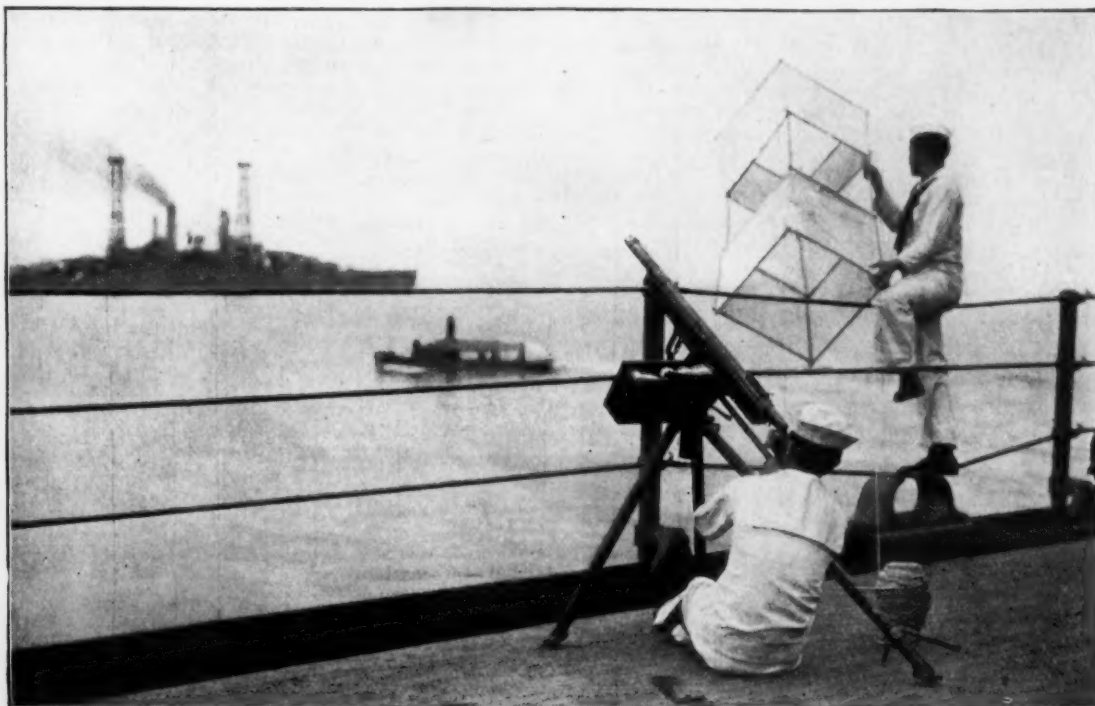
A MOVE TO LESSEN THE COST OF LIVING.  
Municipal market established at Des Moines, Ia., to which the farmers rushed in large numbers with produce and cut down the store prices for vegetables, eggs, butter and fruit.



PROMINENT PROBERS OF POSTAL AFFAIRS.  
Government commission appointed to investigate second-class mail matter proceeding to the Federal Building, New York. Left to right: Charles Evans Hughes, Associate Justice United States Supreme Court, Chairman; Harry A. Wheeler, of Chicago; and President Lowell, of Harvard.



AN AMERICAN HARBOR IMPREGNABLE.  
The U. S. S. "Nebraska" of the Atlantic fleet for planting in Provincetown fifteen mines from the fleet were dropped in the harbor too dangerous for hostile fleets to enter.



LEARNING TO DESTROY HOSTILE AIRSHIPS.  
Sending up kites from the U. S. S. "Kansas" of the Atlantic fleet to represent aeroplanes and firing at them. Several kites were struck at a high altitude by the expert marksmen, showing that the aeroplane when used in war will be very vulnerable.



# Cuba's Queer Traveling Stores

By MRS. C. R. MILLER

**A**MONG the many interesting things to attract the attention of the tourist in Cuba are the traveling stores, consisting of all sorts of queer vehicles which traverse the city and rural districts. These portable shops are constructed in an ingenious manner so as to display their wares to the best advantage. Every article used in a

ting good, strenuous exercise such as an American woman does at a bargain sale, the señora wears out the patience of both herself and the salesman by higgling over the prices for hours. This manner of dealing is confined to no special class of women, so, after all, the Cuban woman is quite as much of a bargain hunter as her American sister, and the only difference is that she has less of a variety from which to make her selection and can get no real pleasure out of shopping.

As an example of the discussion as to prices, I saw a street vender spend nearly three-quarters of an hour selling a yard or two of lace to a woman whose pretty face peeped out between the prison-like bars of the window of her home. The Cuban or Spanish yard is measured by meters instead of inches and is really only thirty-three inches, and this is all the Cuban receives. An American shopper is recognized at once and will be given the thirty-six-inch yard if dealing in the shops, but the street vender insists on the Spanish yard.

The business of the traveling stores has fallen off considerably within the last year, and the owner of one of the "women's wear" carts told me that the mail-order catalogue department of the stores in the States would eventually ruin his business, as hun-



THE PURVEYOR OF FRUIT.  
Fetching in a pony-load of fresh ripe bananas.

household and wearing apparel of all kinds are on sale, and the owner of the wagon, which resembles a department store, boasts that he can supply dry goods and notions of all kinds from a paper of needles to a ready-made gown. The sides of this shop on wheels are made of glass and so arranged as to give them the appearance of a shop window.



THE CHARCOAL DEALER.  
Who carries his products in a mule-drawn "prairie schooner"

Perfumery is one of the leading articles sold in this way, for, however poor the natives may be, they always have money enough to purchase colognes, and generally the most expensive varieties.

During carnival season a plentiful supply of masks, caps and grotesque suits are added to the stock. Men with push carts laden with linens and laces or cooking utensils go about the streets of Havana, offering their goods to the women who cautiously peer out from behind barred windows. These carts have the appearance of a street organ and are pushed along the splendid, smooth avenues of the city with ease. Often men will carry their stock, displaying it on a pole to which crosswise sticks have been fastened, like the old-fashioned clothes horse. Toys also form a part of the stock of these human delivery wagons.

The Cuban woman rarely leaves her home to go shopping, and, when she does not purchase of the portable stores, goods must be sent to her from the shops on approval. This, however, must not be taken as an indication that the salesman has no difficulty in making sales, for she seldom pays the price asked for the article in the first instance, be it exorbitant or small. So, instead of get-



COOKING UTENSILS OF EVERY SORT.  
Brought to the door on a well-laden go-cart.

men who come in from the rural districts with plantains and oranges packed in straw panniers and thrown across the back of a mule. A thriving business is done by them, as the fruit is always sure to be fresh.

Charcoal is the fuel used in cooking, and as it is purchased in small quantities the charcoal wagon is always in evidence. This vehicle resembles the "prairie schooner" of pioneer days and



DRY GOODS FOR SALE IN THE STREET.  
Handsome showcase on wheels filled with tempting wares.

is invariably drawn by the much-abused, patient little Cuban mule. Perhaps the

joyed in recent years has had more or less effect on manners and customs, Cuba is Cuban still and no trip to southern waters is complete without a stay in Havana.

Tourists to this part of the world are increasing in numbers annually. Just now the work on the raising of the Maine



THE MOUNTED MILKMAN.  
Carrying about bottles of the fluid in straw panniers.

dreds of women were ordering goods in this way. Then he added, in a sarcastic tone of voice, "that while the Cuban woman had little use for the American girl and her independent manner, she did envy her trig, stylish clothes and was eager to copy them." On inquiry at the post-office I learned that the catalogue business was in a most thriving condition, and all sorts of things, including children's toys, were being ordered from the States—another evidence of the Americanization of Cuba.

Candy venders, too, go from door to door and find a good market. Their stock is usually small, consisting mainly of "taffy on a stick" stuck into a cork fastened to the top of a wooden pole, which gives them the appearance of the leader of a procession. They also carry a bell which they constantly ring to announce their presence to the children. Fruit is sold on the streets by

oddest thing in the way of delivering goods is the manner in which Cuba is served with milk, for the milkman comes on horseback and carries the cans containing the lacteal fluid in straw panniers, the same as used by the fruit vender. The most surprising thing about it is that the milk does not become butter from the jolting it receives; but, after all, Cuban milk lacks the cream necessary to butter churning, and its bluish shade and thin, watery appearance would cause it to be excluded from an American table. Cream is a thing unknown in Cuba, and the ice cream made there is nothing more than the frozen custard of the States—milk to which eggs have been added. The kind known as "tortoni" and served at the famous Telegrapho Cafe is perhaps the most relished by Americans.

Although the closer association with Americans which the Cubans have en-



A VENDER OF LACES AND TRINKETS.  
Going about the streets of Havana carrying his stock on a sort of clothes horse.

in Havana harbor is of surpassing interest to every American. Not only is the wreck replete with memories of the Spanish-American War, but the engineering device employed is unique. All these points, however, have been covered in a news way in LESLIE'S WEEKLY.

But, all in all, it is the life and climate of the West Indies that are attractive to the visitor, and in this line few features are more interesting than the traveling stores which the Cuban women, in themselves an entertaining study, patronize so freely.



A TRAVELING DEPARTMENT STORE.  
It goes through the rural districts and is an object of general interest.

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AN EXPERT MARKSMAN.  
Bringing down the "pigeons" fast with rarely a miss.



A BUSY FIRING SQUAD.  
Typical group of contestants at a trap.



A GOOD SPORT FOR WOMEN.  
A fair sharpshooter of remarkable skill.

## The Growth of Trap Shooting

By EDWARD BAYARD MOSS

THE EXISTENCE of an expert gunner who never killed game would have been considered a sporting paradox a decade ago. To-day the statement would excite no comment, so great has been the growth of trap shooting in recent years. Scores of enthusiasts spend their recreation hours smashing clay pigeons who never draw a bead on animal life.

Every State in the Union has its trap-shooting associations composed of gun clubs, and a national organization composed of these associations governs the rapidly increasing sport. No game laws interfere with the pleasure of the trap shooter, and the sharp report of the shotgun can be heard in all parts of the country twelve months in the year.

In the early days of the sport live pigeons were the targets of the marksmen, but popular sentiment and State legislation paved the way for the introduction of the clay bird. Live bird shoots are a rarity now, and when the trap shooter desires to test his skill against game he turns hunter and tramps field, seashore and woodland in search of quail, partridge, prairie hen and duck.

Many of the most expert gunners never venture so far afield and content themselves with firing at the flying black rocks in open and club trap-shooting tournaments. These matches afford all the practice and pleasure the trap shooter desires and the satisfaction that comes from a clean string of breaks is equal to that experienced by the hunter who returns home at night with a full game bag.

The rapid growth of the sport is the best indication of its popularity. There is hardly a country club of any size in the States and Canada to-day which does not number among its members a corp of trap shooters. Club shoots on Saturdays, Sundays and holidays are regular features, and the weather conditions have, indeed, to be most unpleasant to keep the trap shooter from toting the mark with his favorite gun in hand, ready for the command, "Pull!"

While there is no regular season for the sport, it thrives best in the spring, fall and winter months in the Eastern States. In the far West trap shooting is in vogue during the summer and autumn, and when the winter colony journeys south to Palm Beach and other resorts in search of summer, shotguns, shells and other trap-shooting paraphernalia form part of the baggage.

The sport is not restricted by sex or age. Women frequently vie with the men in their devotion to the game and can be seen handling a gun with a skill that shatters "pigeon" after "pigeon" as they fly from the traps sixteen to twenty-five yards away. The collegian also shows a fondness for the pastime, and the annual Eastern intercollegiate championship shoot each year attracts the best shots from the big universities of the section. The dual shoots between Yale and Harvard and Princeton and Yale are usually held in the forenoon of the day of the football matches, forming a pleasing preliminary to the big grid-iron struggles of the year.

These contests, interesting as they are, sink into insignificance when compared with the annual open and amateur championship matches for national titles. Here hundreds of the famous experts, amateur and professional, gather for the shoots, until, between the gunners and interested spectators, hotel accommodations become cramped and hostelry proprietors prosperous. Entries for some of these famous shoots, such as the Grand American Handicap, have passed the five-hundred mark and the contests attract thousands of spectators.

In these trap-shooting tournaments remarkable feats with the shotgun are witnessed. Experts from all parts of the country break target after target with a regularity which seems second

termed Eastern, Western, Southern and Pacific Coast Handicaps. These are held in a different city each year and each season sees an ever-increasing interest in these shoots.

Other innovations and improvements logically followed. A department of records was established and at present the yearly scores of more than twelve thousand trap shooters are on file for club inspection and other purposes. A prize fund was formed and a code drawn up for the government of shooters and tournaments. To-day the trap shooter has his national body, rules and title tourneys, just as is the case with any sport of sufficient popularity to warrant widespread recognition.

The headquarters of the association,



A BIG SHOOTING TOURNAMENT.  
Interested crowd watching a close and exciting contest.

nature. Frequently it happens that, at the end of a long session of shooting, two or more will be tied for first place and additional strings will be necessary to evolve a winner for the title and prize. The caliber of marksmanship at such events is shown by the work of the winner of the 1910 Grand American Handicap, held at Chicago, when Riley Thompson had to break the full string of one hundred targets in order to capture the event.

Much of the popularity of the sport is due to the efficient work and control of the Interstate Association, an incorporated body for the encouragement of trap shooting. This association, which is subscribed to by the leading arms and powder concerns of the country, was incorporated in 1892. Since that time trap shooting and the association have been synonymous. Under its management thousands of trap shooters in all parts of the country have been brought together into a national organization and tournaments of wide scope conducted.

Starting with the Grand American Handicap, held in Dexter Park, Long Island, April 5th to 7th, 1893, the idea of these national meets gained popularity until every section of the country was clamoring for such a contest. Eventually the association found that the growth of the sport was so great that sectional championship shoots could no longer be denied. As a result, four new handicaps were staged in 1906 and

situated in the business center of Pittsburgh, is a scene of activity the year round. The various officers, aided by the clerical force, are in constant communication with the secretaries of gun clubs in all parts of the country. Here applications are filed for registered shoots, programs prepared, handicap lists provided and other details arranged which make for a successful meet when the trap shooters gather for competition. There is also maintained a fund from which prize money is contributed and expert officials for competitive matches are always at the disposal of the organization.

The service of the association is in constant demand and the list of registered shoots which is published weekly shows events scheduled in every section of the United States and dates granted months in advance. The records show that thousands of clubs hold tournaments semi-annually or even more frequently and that the number of such shoots is steadily increasing each year. There is no way of determining accurately the number of trap shooters who indulge in the sport simply as a recreation. The professional and expert shooters who travel about the country competing in the big stake events are well known and are just as much of a drawing card in trap-shooting circles as Honus Wagner or Ty Cobb in baseball.

When it comes to figuring on the size of the recreation army, even the association officers confess that the best method

is simply an estimate based upon the number of known clubs and the average membership. In discussing the question not long ago, one of the leading authorities on trap shooting expressed the opinion that the sport enrolled as ardent followers more than one million men and women, and that this would be doubled in less than five years.

He pointed out, as a confirmation of his optimistic predictions, the fact that every year sees the formation of more clubs and the expenditure of large sums of money for the building of clubhouses, traps and the other paraphernalia necessary for the comfort and pleasure of the devotee of shotgun and clay pigeon. There is not to-day a State or Territory in the country which has not within its boundaries one or more such clubs. Hundreds are to be found in the thickly populated States, but far-away Alaska and New Mexico, too, have their trap-shooting organizations, the members of which shatter black rocks, while live game feeds quietly within sound of the gunshot.

In the East the growth of population in city and farm land is steadily driving the small game farther and farther from its accustomed haunts. Lax laws and the willful evasion of even these have reduced the live target of the shotgun expert to a point where long trips are necessary if plump game bags are required. Many of those who cannot afford the time or expense entailed in thus qualifying as a Nimrod turn to the traps of some near-by club and there of an afternoon satisfy themselves that the hunter has not a monopoly on the joys of shotgun shooting.

The devotee is willing to back trap shooting against any other sport or pastime in existence and his loyalty is one of the strong factors in the development of his clan. He will tell you that the expense of participating in the sport is not great and the benefits are many. What more, he asks, can you desire than to face the traps on an invigorating autumn afternoon and match sharpness of eye and steadiness of muscle against the flying clay birds thrown from a score of unknown angles? When you hear him and his brethren recounting experiences about the clubhouse fire the same evening, it is hard, indeed, to find arguments to dampen his enthusiasm.

Among the important trap-shooting events scheduled for the near future is the meet of the "Indians," at Spirit Lake, Iowa, during the last three days in August. Other tournaments to come are:

- Aug. 19—Bridgeport, Conn.—Western Connecticut T. S. L. tournament.
- Aug. 22-24—Baltimore, Md.—Maryland State tournament, under the auspices of the Maryland State Sportsmen's Association.
- Sept. 4-5—Lynchburg, Va.—Virginia State tournament, under the auspices of the Lynchburg G. C.
- Sept. 5—Wheeling, W. Va.—Big Game Rifle, Rod and Gun Club.
- Sept. 12-13—Indianapolis, Ind.—Trap Shooters' League of Indiana State tournament. Harry W. Denny, Sec'y.

These are only a few of the more important trap-shooting events of the late summer and fall, but they serve to indicate the national character of the sport.



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**Blatz**



### Public Control Come To Stay.

THE GREAT question of the regulation of public utilities is now being taken up by the men who have built up great corporations. "Public control of the public service corporations by permanent commissions," says President T. N. Vail, of the American Telephone and Telegraph Company, "has come to stay." Mr. Vail believes that in a national utilities commission, a quasi-judicial body which shall exercise a broad supervision of telephone, telegraph, gas and electric companies and railroads, we shall find the solution of the problem. But in the commission plan care must be taken to differentiate control or regulation from management or operation. For economy, efficiency and service, history proves that private is better than public management. Private management, with all its advantages of initiative and enterprise, might be retained, however, in connection with all the advantages of judicious State supervision. Demagogues and politicians have been telling the people how the public service corporations have been cheating them, and it is high time for the men who have built up these corporations to serve the needs of our modern life, to take a hand in clarifying the situation. Less is to be feared from a legally constituted commission with definitely prescribed functions than from demagogues and unprincipled politicians.

### Sixty Years of Success.

THE Troy Times, founded by John M. Francis in 1851, has just issued its sixtieth anniversary number. Founded by one of the ablest journalists the country has produced, it has had sixty years of unbroken success. In the hands of the son of its founder, the Hon. Charles S. Francis, the present owner and publisher, its prosperity has reached the record mark. We congratulate our able and progressive contemporary.

In answering advertisements please mention "Leslie's Weekly"

## People Talked About

THE COURSE pursued by Woodrow Wilson as Governor of New Jersey has alienated from him many of the Democratic politicians whose support made possible his nomination and election. Particularly serious has been the estrangement between the Governor and James R. Nugent, chairman of the Democratic State committee, who worked faithfully to put Mr. Wilson in the gubernatorial chair. The Governor's refusal to recognize his political obligation to Mr. Nugent has rankled deeply in the latter's soul. Not long ago Mr. Nugent and some friends were dining in a restaurant at Avon, near Sea Girt, N. J., where the State National Guard was in camp and was visited by Governor Wilson. Under the goad of his grievances and the stimulus of good cheer, Mr. Nugent proposed a toast to Governor Wilson as "an ingrate and a liar." Several military officers, among others, were present, and Mr. Nugent's remark



JAMES R. NUGENT.  
Chairman of the New Jersey Democratic State Committee who applied strong epithets to Governor Woodrow Wilson.

United States army, was on hand. This officer has passed through two epidemics of cholera in the Philippines. The other highly capable doctors who looked after the guardsmen's health were Captain W. P. Morrill, the head of Baltimore's hospital for contagious diseases and known "as a crank on sanitation"; Captain J. Harry Ullrich and Major W. Guy Townsend, two of Baltimore's well-known physicians. The entire medical staff worked in utmost harmony.

THE PRESENT Prince of Wales, now only seventeen years old, is regarded as the coming "greatest catch in Europe." Already the gossips have picked out a suitable bride for him in the Princess Victoria of Germany, aged eighteen. The latter is considered very pretty and she has many admirers. She is quick-witted and of an original bent of mind, and she is the Kaiser's favorite child.

HARRY A. WHEELER, vice-president of the Union Trust Company and president of the Association of Commerce of Chicago, is the new third member of the commission to inquire into second-class postage. Mr. Wheeler succeeds Lawrence Maxwell, of Cincinnati, who resigned because the latter had formerly in private legal practice had as a client an express com-



NOTED MILITARY SANITARIANS.

Right to left: Captain W. P. Morrill, Major C. B. Robbins, Major W. Guy Townsend and Captain J. Harry Ullrich, who conserved the health of Maryland's militia.

created a sensation. The proposer of the toast had to drink it alone. Afterward nine members of the Democratic State committee met and adopted a resolution declaring Mr. Nugent should resign from the chairmanship of the committee. Mr. Nugent issued a statement admitting that he had indulged in champagne, asserting that his toast had been intended only for the ears of his friends, but justifying his language by the allegation that Governor Wilson had used the word "scoundrel" in referring to opponents in his own party.

SAFEGUARDING the health of a military encampment is no small task to the army surgeon, and this is especially true when the soldiers of that encampment are National Guardsmen. These men come from all the walks of life, and many of them are not accustomed to being exposed to the sun, nor are they used to the rigorous hikes imposed on them during their army education, and to protect them from illness requires the greatest caution. The sanitation, too, where several thousand men form a tented city is another problem, and now that the day of the National Guard encampment is upon us the army surgeons are busy people. Four thousand members of the National Guard of Maryland recently got a taste of army life near the historic city of Frederick. These men were fortunate in having an excellent medical corps, and, while there was practically no illness in camp, such care and precaution were used that very little sickness developed after the camp broke. Apart from the regular medical staff, Major C. B. Robbins, of the

pany. President Taft desired to have on this committee a business man who was free from any prejudice which might arise from a connection with express companies or magazine publishers. Neither was he to be a large user of the United States mail. Mr. Wheeler is prominent in the Chicago commercial world. He is one of the city's foremost and best respected citizens. He has been a particularly active official of the Association of Commerce and his election as president came last winter. He was born in Brooklyn in 1865 and educated in the public schools there. Mr. Wheeler went to Chicago sixteen years ago as district manager of the Chicago credit clearing house. He soon became prominent in civic activities as well as in business and financial circles. He was selected president of the clearing house, in which position he served until 1909, when he resigned to take up his duties with the Union Trust Company. Mr. Taft believes that he is fortunate in securing the services of Mr. Wheeler for the committee, the other members of which are Justice Hughes and President Lowell, of Harvard.



HARRY A. WHEELER.

President of the Chicago Association of Commerce and member of the Second-class Postage Investigating Commission.



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# People Talked About

**C**ONTRARY to widespread belief, there is an occasional American heiress who looks with favor on a foreigner who does not sport a title. Announcement was recently made of the engagement of



MISS HELENA STALLO.

Inheritor of \$25,000,000, whose engagement to Nils Forman of Sweden has been announced.

he may yet be so fully Americanized that no prospect or title could tempt him away from this country. Miss Stallo is a granddaughter of the late Alexander MacDonald, a Standard Oil magnate, a portion of whose wealth came to her, and the daughter of Edmond K. Stallo, prominent as a member of the bar in New York and also in other directions. She is eighteen years old and is an accomplished and charming young lady with innumerable friends.

**U**SUALLY when a centenarian of these days is able to sit up in a chair, or at best to walk about a little, he is considered a very spry person for his age. But John Costigan, of New York, aged 102 years, does not belong to that feeble class of modern patriarchs. Mr. Costigan simply declines to consider himself an old man and he displays an exuberance which is positively youthful. Mr. Costigan must have been born under the zodiacal sign of Aquarius, for he has an intense fondness for the water and his favorite sport in the warm season is bathing and swimming. At Rockaway, N. Y., where he is spending the summer, Mr. Costigan is one of the most regular, not to say boyish and hilarious, of bathers. He wades eagerly through the surf, and on reaching the proper depth paddles around with the buoyancy and nimbleness of a water fowl. He is so ambitious a swimmer that the life guards sometimes have to warn him back from the open sea to shore. Mr. Costigan obeys their orders, but derides their needless solicitude for a man of his youthfulness and strength. Whenever the venerable youth appears on the beach, an admiring crowd quickly gathers and he is greeted with rousing cheers.



JOHN COSTIGAN.

Aged 102 years, who is still young enough to be an expert swimmer.

laughed genially and refused to listen to apologies. Then he spent a jolly, care-free hour talking of farming matters with the little assembly, drinking milk, viewing the cows and crops, etc., and returned to Washington greatly refreshed by his trip.

**S**OME of our readers may be interested in the fact that another American duchess has succeeded in making her mark in British society. This time it is the Duchess of Roxburghe, formerly Miss May Goelet, of New York, who has scored. The exploit of which she was the heroine may not entirely commend itself to intensely serious people, but it seemed to her and her set something worth while. The duchess wagered with her husband that she would make the emerald the fashionable stone of the London season. In this undertaking she won out in fine style. The duchess wore the magnificent emeralds which she possesses at a gala opera night, with a gown of green and gold brocade. She made so "stunning" an appearance that she took the fashionables by storm and a rage for emeralds began and continued. The duke has settled his lost bet by giving the duchess a splendid tiara of emeralds and diamonds.

**B**ECAUSE the weather was very warm, the Rev. William F. Rothrock, of York, Pa., recently directed his masculine parishioners to sit with their coats off during the Sunday evening services. They refused to do so, and Mr. Rothrock fined each of them five cents.

**T**HE mayor, directors of public service and other officials of Bellefontaine, O., recently met a movement in the city council to slash their salaries by offering to serve for one dollar a year each, provided the councilmen would do likewise. The councilmen accepted the offer, and now Bellefontaine boasts that she is served by the most public-spirited officials in the country.

**T**O THE other distinctions of the Hon. Clarence W. Watson, United States Senator from West Virginia, has lately been added that of being the most extensive entertainer in his State. At Mr. Watson's home in Fairmont lately there was the greatest gathering of Democrats in West Virginia ever known outside of a State convention. Five fellow-members of the United States Senate were Mr. Watson's guests of honor, and these were greeted by one hundred Democratic members of the Legislature. Four thousand residents of the surrounding country also assembled and completed Mr. Watson's large and joyous social party. The occasion was a most delightful one for all concerned. A military band furnished music, the famous Watson string of blue ribbon horses were exhibited, a general reception was held by the Senators and in the evening a banquet on the lawn was given to the prominent guests, at which one of the latter suggested Mr. Watson as a suitable chairman for the Democratic National Committee. This proposition met with general favor, but Mr. Watson declared that he could not accept the place. It is predicted that Mr. Watson will be re-elected to the Senate.



CLARENCE W. WATSON.

Senator from West Virginia, who recently entertained four thousand Democrats at Fairmont.

## Learn Trap-Shooting

The All-Year-Round Sport For Men and Women

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TRAP-SHOOTING closely parallels actual hunting conditions. The open air—the sudden, swift flight of the bird, the opportunity for quick, accurate shooting—all combine to make trap-shooting

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"Pioneer Powder Makers of America"

Established 1802

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A Family "Playground" in the New York Tenement District.

THOUSANDS of babies and nursing mothers are too sick to be taken to our fresh air homes, Sea Breeze, Junior Sea Breeze and Caroline Rest. We must therefore care for them in their tenement homes. \$5.00 will buy pure milk for a sick baby for a month. \$10.00 will restore a nursing mother to health. Hundreds of babies have been saved and mothers restored to health by the A. I. C. P. HOW MANY WILL YOU HELP? Don't ignore the generous impulse to give until it is too late.



As A. I. C. P. Visitors FIND THEM.



As A. I. C. P. Nurses LEAVE THEM.

JIMMIE NEEDS NEW SHOES FOR SCHOOL

He hasn't been wearing any during vacation because the pair he wore to school last year are now solesless. Teacher won't allow him inside the school barefooted. Father earns hardly enough after paying the rent for a few rooms, to buy the bare necessities of life for Jimmie's brothers and sisters. This distressing combination of circumstances threatens Jimmie's education.

How would you like to have your children go to school or work in Jimmie's shoes? The A. I. C. P. knows of thousands of needy and deserving boys and girls who must have shoes for school. Last year it spent for shoes alone nearly \$7,000.

WON'T YOU HELP JIMMIE?



The Shoes that Jimmie Left and Those He Received.

New York Association for Improving the Condition of the Poor.

A SUGGESTION  
Have a lawn party or a children's fair to help these poor families. Write for literature.

Send gifts to  
R. S. MINTURN,  
Treas.  
Room 244  
105 East 22nd St.  
NEW YORK  
United Charities  
Building  
B. FULTON CUTTING  
President.



1895-1911

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(MEMBERS N. Y. STOCK EXCHANGE)  
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When considering investments don't fail to find out what a genuine investment banker can do for you.

Unlike a broker, the banker purchases his securities outright before he offers them. He must therefore investigate everything he handles thoroughly in order to protect both himself and his clients.

Ask for our leaflet X—"A Few Words About Our House." It will give you valuable information regarding safe investing.

(To be continued)

**P. W. Brooks & Company**  
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### AS SPECIALISTS

In the Common and Preferred Stocks of the  
**UNITED STATES LIGHT & HEATING CO.**

We execute all orders "at the market" and can give Investors and Speculators all the available information regarding the latest developments in the Company's affairs.

The apparatus of this Company accomplishes the Lighting and Heating of Railroad Trains by Electricity without the use of a "third rail" or overhead or underground wires.

IS THIS THE MARVEL OF THE AGE?  
We also execute orders in all other Stocks and Bonds.  
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For the purchase of  
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- 1—No margin calls.
- 2—No forfeiture of payments made.
- 3—Carrying charges offset by dividends.
- 4—Full benefit of market advances.

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BANKERS AND BROKERS  
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### HIGH GRADE INVESTMENT SECURITIES

Specialist in  
**Gen'l Motors Notes and Stocks**

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Correspondence Solicited.

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### GET A FARM HOME NOW

We have farms for all, both great and small. In 21 states: from New York to North Dakota: from Michigan to Missouri. For free list of fine farms ask B. F. McBurney & Co., 703 Fisher Bldg., Chicago, Ill.

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Jasper's Hints to Money-makers are read by thousands of Leslie's Subscribers

**Leslie's Illustrated Weekly**  
225 Fifth Ave., - New York



**ALEXANDER J. HEMPHILL**  
President of the Guaranty Trust Company of New York, chairman of the committee to protect the six per cent. bondholders of the reorganizing American Tobacco Co.



**A. F. DAWSON**  
President of the First National Bank of Davenport, Iowa, which claims the distinction of being the first national bank in operation in the United States.



**CHARLES H. SABIN**  
Vice President of the Guaranty Trust Company, and chairman of the committee to protect the American Tobacco Company's four per cent. bondholders.

## Jasper's Hints to Money-makers

NOTICE.—Subscribers to **LESLIE'S WEEKLY** at the home office, 225 Fifth Avenue, New York at the full subscription rates, namely, five dollars per annum, or \$2.50 for six months, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of Leslie-Judge Company, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, **LESLIE'S WEEKLY**, 225 Fifth Avenue, New York.

**THE THINGS** that Wall Street dreads are the unexpected. These are the pitfalls both of the speculators and the investors. It is easy to forecast the crop situation as the season advances and the character of the weather from day to day discloses itself; but when an earthquake destroys a great city like San Francisco, or a fire ravages the heart of a Western metropolis like Chicago, or when an assassin takes the life of a President, or out of a clear sky in time of peace we have rumors of a war, the disturbance in Wall Street is acute because it was not foreseen or forecasted.

So when Germany stirred the peaceful currents of Europe by interfering in the Moroccan situation, a suspicion arose that it was seeking to embroil France and to test the strength of the treaty between France and England. When England resented this intrusion and notified Germany accordingly, the war cloud in Europe began to spread. Investors, easily scared as they always are, began to sell their securities. Even American stocks and bonds were sacrificed. Every stock exchange was affected, ours included, though one would expect that troubles in Europe would tempt the foreign investor to turn favorable attention to American securities. No doubt this would be the case eventually, but when investors are half panic-stricken they act as most people do under such circumstances—that is, precipitately and not thoughtfully.

I speak of this incident to show that no prophet in Wall Street can be relied upon at all times under all circumstances. He may be able to judge of existing conditions. He may be able to weigh and measure the things that are for and against prosperity, such as the progress of the railroads and the welfare of our industries, but he has not the prevision of the prophets of old. He cannot look into the future and foretell where next the hand of misfortune or calamity may strike or where the brazen sword of war may appear.

Therefore there is and must continue to be uncertainty in Wall Street; but is not this one of its charms? Is it not the chance of winning or losing that makes the game attractive? Isn't the chance of making in buying a house or a horse, the same as the chance of making in buying cotton or wheat, as well as stocks, the thing that makes the game so interesting and attractive? Of course it is. The mere uncertainty of life is one of its charms. It makes us prize our lives more dearly than we would if we knew when all were doomed to die. What an unhappy world it would be if each of us knew just how long he was to live! How unhappy it would be

for all of us, the early or the later called!

I speak now more of the speculator than of the investor, and yet every investor is in a sense a speculator, because, while he buys his securities outright and puts them away because they pay him satisfactory returns in interest or dividends, yet he always seeks to buy his stocks and bonds at as low a figure as possible, in the hope that some day they will sell higher. This is from the standpoint of the investor, but this is precisely what the gambler in stocks—the speculator—hopes to do when he buys for speculation pure and simple.

It is a fact that the careful investor seldom loses much, while the speculator is constantly in danger of loss. The one gets interest on his investment and, if his investments are safely made, can hold them through periods of panic, knowing that they will come out all right. The speculator, especially one who buys on a margin, may see all his possessions swept away by a panicky break. The winners in Wall Street are, therefore, the investors. The losers are the speculators. On the other hand, it still remains the truth that the wary speculator sometimes finds Wall Street a quick and easy way to accumulate a fortune. The trouble with him is that he seldom keeps his fortune. He stays in the game too long.

Uncertainty is responsible for the decline in the stock market soon after the announcement of the dissolution plans of the Standard Oil and American Tobacco companies, to meet the requirements of the decision of the United States Supreme Court. Wall Street explained that stocks showed weakness because the crop reports regarding corn, wheat, oats and barley were disappointing, and because of the threat from Washington that tariff tinkering would be continued all summer. The bad outlook for the crops was not news nor was the talk of protracted tariff tinkering news. The simple truth is that the strong financial leaders who, having confidence in the prosperity of the country, have stood as a sustaining force in the stock market have gotten or are getting tired of their job.

The passing of the dividend on American Tobacco is the natural result of the drastic decision of the United States Supreme Court. Both the Standard Oil and the American Tobacco companies will be reorganized strictly in conformity with the mandate of the court. They will be dissolved into a number of corporations and their security-holders will participate in the division. It is a delicate job and after it has been done nobody knows how it will work out.

It is not surprising, therefore, that the strong financial men who have stood as a bulwark in the stock market in protecting it from storms of adversity are not inclined to stand fast any longer. They do not know whether their feet are resting on a safe foundation or not. They feel that if the public wants to join in an era of trust-busting and railroad-smashing, regardless of the prosperity of the country and the welfare of capital and labor, the best thing to do is to let the experiment work itself out.

(Continued on page 189.)

In answering advertisements please mention "Leslie's Weekly."

### IF YOU WANT

To reach a new distribution for your investment offerings, use the Financial Department of

**LESLIE'S WEEKLY** and accumulate a list of names of investors whom you cannot reach in any other way.

One of the largest Investment Houses in New York has accumulated over 8,000 names of investors in five years from their advertisements in **LESLIE'S WEEKLY**, and of that list over 400 have become profitable customers.

**Leslie's Circulation Is Over 330,000 Weekly**  
Jasper's Hints to Money-makers turns thousands of dollars into the investment world. The Financial Department of **LESLIE'S WEEKLY** carries from 40,000 to 50,000 lines of financial advertising every year and most of the financial houses remain as permanent advertisers after a try-out of the ability of **LESLIE'S** to bring returns.

The financial advertising pages of **LESLIE'S WEEKLY** close every Wednesday. Send in your copy now for the first issue in September. Our financial advertising man will be glad to confer with any one desiring to advertise.

**Leslie's Illustrated Weekly**  
225 Fifth Avenue, - - - New York

## The American Tobacco Company

### FOUR PER CENT. GOLD BONDS

To the Holders of the Four Per Cent. Gold Bonds of THE AMERICAN TOBACCO COMPANY

(Issued under Trust Indenture dated October 20, 1904, of which the Guaranty Trust Company of N. Y. is the Successor Trustee)

AND  
To the Holders of the Fifty-Year Four Per Cent. Gold Bonds of CONSOLIDATED TOBACCO COMPANY

(Issued under indenture to Morton Trust Co. dated June 15th, 1901, of which the Guaranty Trust Company of N. Y. is the Successor Trustee.)

The Supreme Court of the United States, in its decision in the suit brought by the United States against The American Tobacco Company and others, has directed that proceedings be had in the Circuit Court of the United States for the purpose of ascertaining and determining upon some plan or method of dissolving the combination, and of recreating, out of the elements now composing it, a new condition, which shall be honestly in harmony with and not repugnant to the law. These proceedings must necessarily affect the interest of every holder of the securities of The American Tobacco Company and of every holder of the bonds of the Consolidated Tobacco Company. The undersigned have consented, at the request of the holders of a number of the Four Per Cent. Gold Bonds of The American Tobacco Company to act as a Committee for the protection of the interests of all holders of the said bonds, and of all holders of the outstanding Fifty-Year Four Per Cent. Gold Bonds of the Consolidated Tobacco Company, who shall become parties to an agreement now in course of preparation, to be dated July 28th, 1911.

Holders of the said bonds are requested to deposit the same with the Guaranty Trust Company of New York, 28 Nassau Street, New York City, the depository to be named in said agreement, which will issue transferable certificates of deposit therefor. All registered bonds must be properly endorsed in blank.

The Committee believes that the interests both of the holders of the Four Per Cent. Bonds of The American Tobacco Company and of the Four Per Cent. Gold Bonds of the Consolidated Tobacco Company demand that measures be promptly taken for their protection. The decision of the Supreme Court indicates that the proceedings must be completed and their purposes substantially accomplished within six months. Immediate action is therefore absolutely necessary, and the Committee requests that the said bonds be deposited at once. Deposits will be received up to and including the 28TH DAY OF AUGUST, 1911.

Copies of the deposit agreement may be had on and after July 31st, 1911, from the GUARANTY TRUST COMPANY, or from the Secretary of the Committee. It is the intention of the Committee to make an application to have the certificates of deposit issued by the Committee listed upon the New York Stock Exchange.

Dated New York, July 28th, 1911.

**CHARLES H. SABIN,**  
Chairman;  
**PHILIP LEHMAN,**  
**J. R. McALLISTER,**  
**SAMUEL McROBERTS,**  
**SAMUEL SLOAN,**  
Committee.

**E. J. H. SUTTON,**  
Secretary,  
28 Nassau Street, New York.

**EVARTS, CHOATE & SHERMAN,**  
**JOSEPH H. CHOATE,**  
Counsel.



FINANCIAL

# The American Tobacco Company

Forty-Year Six Per Cent. Gold Bonds

To the Holders of the Forty-Year Six Per Cent. Gold Bonds of THE AMERICAN TOBACCO COMPANY.

In the recent decision of the Supreme Court of the United States in the action brought by the United States of America against The American Tobacco Company and others, directions were given that proceedings be had for the purpose of ascertaining and determining upon some plan or method of dissolving the combination and of recreating, out of the elements now composing it, a new condition which shall be honestly in harmony with and not repugnant to the law, without unnecessary injury to the public or the rights of private property, and at the request of the holders of a large amount of the Forty-Year Six Per Cent. Gold Bonds of The American Tobacco Company, issued under and secured by the deed of trust dated October 20, 1904, under which the Guaranty Trust Company of New York is the Successor Trustee, the undersigned have consented to act as a committee for the protection of the interests of all of the holders of said bonds who shall become parties to an agreement now in course of preparation to be dated July 28, 1911.

Holders of said Six Per Cent. Gold Bonds are hereby requested to deposit their said bonds (with all unmatured coupons, if coupon bonds) with the GUARANTY TRUST COMPANY OF NEW YORK, 28 Nassau Street, New York City, the depository to be named in said agreement, which will issue therefor negotiable certificates of deposit. All registered bonds must be accompanied by powers of attorney to transfer them to the committee.

The decree of the Supreme Court allows a period of six months for the accomplishment of its directions. In view of the shortness of this period of time and the many things to be done, the Committee deems immediate and concerted action essential for the protection of the interests of the bondholders, and it therefore requests that said bonds be deposited at once, but not later than AUGUST 28, 1911.

Copies of the deposit agreement may be obtained on and after July 31, 1911, from the depository or from the secretary of the committee.

Application will be made to list the certificates of deposit issued by the committee upon the New York Stock Exchange.

Dated July 28, 1911.

ALEXANDER J. HEMPHILL,

Chairman;

T. DE WITT CUYLER,

HOWLAND DAVIS,

J. HORACE HARDING,

ALBERT H. WIGGIN,

Committee.

LEWIS B. FRANKLIN, Secretary.

28 Nassau St., New York City.

MORGAN J. O'BRIEN, Counsel.

# The American Tobacco Company

PREFERRED STOCK

To the holders of preferred stock of THE AMERICAN TOBACCO COMPANY:

In view of the direction in the recent decision of the Supreme Court of the United States in the suit brought by the United States of America against The American Tobacco Company and others, that proceedings be had for the purpose of ascertaining and determining upon some plan or method of dissolving the combination and of recreating out of the elements now composing it a new condition which shall be honestly in harmony with and not repugnant to the law without unnecessary injury to the public or the rights of private property, and at the request of the holders of a large amount of the preferred stock of said The American Tobacco Company, the undersigned have consented to act as a committee for the protection of the interests of all of the holders of said preferred stock who shall become parties to an agreement now in course of preparation, to be dated July 28, 1911.

Holders of said preferred stock are requested to deposit their certificates on or before AUGUST 28, 1911, with CENTRAL TRUST COMPANY OF NEW YORK, 54 Wall Street, New York City, the depository to be named in said agreement, which will issue transferable certificates of deposit therefor. All certificates must be properly endorsed in blank and bear all stock transfer stamps required by the laws of the State of New York.

As the opinion of the Supreme Court directs that a period of six months be allowed for the accomplishment of the purposes above stated, the interests of the holders of said preferred stock demand, in the judgment of the committee, immediate and concerted action for their protection, and the committee urges the necessity of an immediate deposit of said stock.

Copies of the deposit agreement may be obtained on and after July 31, 1911, from the

FINANCIAL

depository or from the secretary of the committee.

Application will be made to list the certificates of deposit issued by the committee upon the New York Stock Exchange.

Dated July 28, 1911.

J. N. WALLACE,

Chairman;

FREDERICK STRAUSS,

CHARLES D. NORTON,

HARRY BRONNER,

ERNEST ISELIN,

Committee.

F. L. BABCOCK, Secretary.

54 Wall Street, New York City.

ADRIAN H. LARKIN, Counsel.

## Jasper's Hints to Money-makers.

(Continued from page 188.)

Under such conditions moneyed men are not engaging in new enterprises nor will they do so.

I see no evidence that the heavy holders of securities are selling them. It is the small and weak holder who is doing this. I do not advise my readers to sell investment securities at this time, unless with the hope of buying them back when the market recedes. If there is a substantial recession, good stocks in the dividend class can be safely bought. How far the recession may go no one can predict, but it is not to be denied that the outlook is more unfavorable than it has been at any time this year.

D., Columbus, O.: I know of no market and no quotation for the Tehuantepec Rubber Co.'s bonds. S., Massillon, O.: The stock of the Mine Grant Con. Mining & Milling Company is not in the investment class.

G., Danville, Pa.: The address of the president of the Standard Motor Construction Co. is the Hon. Lewis Nixon, 172 Whiton Street, Jersey City, N. J. R., Rutland, Vt.: I do not advise the purchase of any of the Wireless Telegraph stocks. The business is highly competitive and not protected by fundamental patents as the telephone was originally.

J. M., Washington: American Ice, according to its statements, is earning from 4 per cent. to 5 per cent. upon the stock. No dividends are in sight because working capital is needed. Do not advise the purchase of Tonopah. Better leave the speculative mining stocks alone.

M., Davenport, Ia.: I do not know that the public has any right to quotations unless there are recorded transactions. 2. The daily newspapers do not care to report occasional transactions in inactive and almost dead stocks. 3. The Evening Mail, of New York, and the morning Tribune. Each is a penny paper.

P., Tampa, Fla.: The difficulty with all small and local corporations which occasionally offer their stocks for sale is that they are usually engaged in a highly competitive enterprise, are generally too liberally capitalized and start off promising more than they can accomplish. For this reason listed stocks on the exchange should have the preference.

Investor, Lowell, Mass.: Excellent securities returning from 5 per cent. to 7 1/2 per cent. include some first mortgage guaranteed bonds and some preferred stocks having no bonded indebtedness ahead of them. A special circular describing securities of this character will be sent to any of my readers who will write to George H. Burr & Co., bankers, 41 Wall Street, New York, for a copy.

J., Ithaca, N. Y.: U. S. L. & H. Pfd. or Texas Company both offer a fair business man's speculation. I see no signs of liquidation in Texas Company. The stock has not been in the market and as there has been no general market for it, its decline was natural. I still believe that it is a good proposition. Paying 10 per cent. it looks like one of the cheapest industrial stocks on the list.

M., Los Angeles, Cal.: I certainly would not advise you to buy the shares of the future oil company. A special circular describing securities of this character will be sent to any of my readers who will write to George H. Burr & Co., bankers, 41 Wall Street, New York, for a copy. E. L., San Francisco, Cal.: It would take considerable time for me to give you the information you want, but you will find much of it in an interesting booklet entitled "Advantages of Fractional Lot Trading," which will be sent to you or any of my readers without charge. Write to J. F. Pierson, Jr., & Co., for it. They are members of the New York Stock Exchange, at 74 Broadway, New York City. University Club, Cleveland, O.: I think well of the National Refining Company's stock, but only because its business appears to have been very profitable. This is judged by the dividends and not by its statements, because the latter amount to little. One thing should be borne in mind, and that is that the disruption of the Standard Oil Co. must inevitably lead to much warmer competition among the oil refining companies.

E., Crovo, Utah, and N., Congress Hts., D. C.: I do not advise the purchase of the stock of the American Telegraph Typewriter Co. as an investment. I do not believe it will take the place of the telegraph. The great corporations in any line of business can be depended upon, as a rule, to get hold of any "wonderful invention" that threatens to jeopardize their welfare. It is unnecessary, therefore, that the promoters of the latter should peddle their wares among strangers.

J., New York: Atchison and Frisco First Pfd. look better than U. S. Steel Common, though the strong financial interests behind the latter named may be able to give it greater strength. Much has been made about the last quarterly statement of the Steel Company because net earnings did not show unfavorably as was expected. If the customary charges for depreciation had been made the earnings would have made a very much poorer showing. Bookkeeping has a good deal to do with these statements. Financial writers seem to overlook that fact.

Safe and Sure, Watertown, N. Y.: I know of plenty of investors who have never sustained a loss but have always had a fair return and enjoyed a profit of selling on a strong market. I advise you to avoid all tipsters and financial fakirs who are offering something for nothing. The careful investor makes an investigation on his own account of every security he contemplates buying. 2. You will be interested in a very interesting leaflet prepared by P. W. Brooks & Co., bankers, 115 Broadway, New York. Write to them for their "L-a-f-e-t X" and begin to make your studies of investments.

Starter, New Orleans, La.: A thousand dollars would start a very good speculative account with your broker. Many start with a fourth or a fifth of that amount. Your broker pays interest on your deposit until it is invested and you can direct him what to do or he will advise you if you desire advice. You can buy one share or more of any stock. The usual unit of purchase is 100 shares, but that makes no difference. Write to John Muir & Co., who solicit small accounts and ask for their "Circular B" on old lots. They are members of the New York Stock Exchange at 71 Broadway, New York.

Opportunity, Augusta, Me.: 1. The par of U. S. L. & H. has been raised to \$100 and the shares are to be listed on the New York Stock Exchange. The Common has been selling around 2 with a par value at 10 and may be expected to sell around 20 when the par has been increased ten times to 100. The Pfd., likewise, will be expected to sell around \$5 instead of \$1. With an improvement in the railroad situation and in the stock market the Common and Pfd. will offer speculative opportunities. 2. Slattery & Co., 40 Exchange Place, New York,

# \$3,000,000

Seven Per Cent. Cumulative Preferred Participating Stock

# Federal Biscuit Company

Organized for the Purpose of Merging

More than 70 Leading Independent Baking Plants in 30 Different States

Economic Distribution over an Enormous, well Populated Territory

The combined companies produce biscuits, crackers and bread, great food staples.

The Company will be the largest and best equipped producer of bread and biscuits in the world when the consolidation is completed.

## Capitalization

7% Cumulative Preferred Participating (par value \$100) \$12,000,000

Common Stock (par value \$100) 18,000,000

Only \$3,000,000 7% Cumulative Preferred Participating Stock offered for public subscription. Such part of the balance as required will be issued for the plants.

When the merger is completed, the stock offered to the public and that issued for plants is estimated at \$25,000,000, leaving a margin of \$5,000,000 unissued.

Conservative estimates of the plants to be merged show combined assets are \$25,000,000, the combined sales for 1910 were \$27,650,000, the actual net profit for 1910 was \$1,300,000, fifty per cent. more than sufficient to pay the dividends on the Preferred Stock.

It has been estimated by experienced biscuit manufacturers that specialization in production in the different plants, aided by judicious advertising and aggressive business management, will increase the total business at least 25%. This will mean \$7,000,000 more gross business or \$1,000,000 estimated net additional profits.

The baking industries of the country have for ten years shown constantly increasing output and stability of volume unaffected by general conditions to a far greater extent than other industries. Bread is the great food staple, and the demand for crackers has increased 20% per capita in the past six years.

The possibilities of this important industry are illustrated by the fact that one concern in England, where the population is much smaller than in the United States, is credited with as much business as all the cracker manufacturers in America combined.

It is estimated that a saving of \$2,900,000 per year will be effected by operating these plants as a unit. This alone is sufficient to pay 7% in dividends upon the total capitalization and still leave 2% for surplus. This large saving is to be made in the following way:

1. Lowering the cost of material by purchasing in enormous quantities.
2. Cutting the cost of distribution.
3. Utilizing one corps of salesmen and delivery wagons in each district.
4. Eliminating duplicate warehouses.
5. Co-ordination of factory management.

The figures given above showing earnings and savings with increased business clearly illustrate the earning possibilities of the stock of this company.

The lumping of the advertising appropriations of all the plants—into one large fund for the benefit of the whole—alone will constitute a great saving and multiply the sales of every factory. Economy of management and concentration of efforts will enable the Federal Biscuit Co. to give the public more and better baked products for the price.

The patents of the Reynolds "Aertite" Box are controlled by the Federal Biscuit Co., assuring products reaching consumers in perfect condition, free from contamination, dust or moisture.

No bonds or mortgages can be issued without the consent of two-thirds of all the stock.

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will be glad to send circulars regarding U. S. L. & H. to my readers who will write for them.

Trustee, Atlanta, Ga.: Bank and Trust Company stocks, especially those of an established character with good dividend-paying records, are bought by careful investors and, patiently held, sometimes yield generous returns. Those who bought the stock of the National City Bank of New York around 300, although they received but a small dividend return for a number of years, were lately rewarded with an extra dividend of 40 per cent. and can sell their stock at \$450. The careful investor looks for bargains of this kind but he must be patient. S. V. D. White, banker, of 60 Broadway, New York, solicits correspondence from any of my readers in reference to bank and trust company stocks and the attractive notes of the General Motor Co.

X. Y. Z., Newark, N. J.: 1. The Cloverleaf 4's around 70 from the investment standpoint look better than K. C. S. Pfd., though the latter may offer the better speculation. 2. The Allis Chalmers 5's with the promised improvement in industrial conditions look like a good speculative purchase. 3. Hide and Leather Pfd. ranged in price last year from 19 to 47 and this year from 20 to 26 1/2. Many believe that the stock is being purchased on recessions in the interests of the Central Leather Co., but of this there is no evidence. It has speculative possibilities in a stronger market. 4. Atchison Com. looks good for a long pull. 5. After a period of liquidation and sluggishness the market is apt to swing toward higher prices. Of course a European war or some great domestic catastrophe or failure of the corn or cotton crop (which does not seem likely now) would change the situation.

Tobacco, Newark, N. J.: The holders of the bonds and preferred stock of the American Tobacco Co. can do nothing better for their own interests, in my judgment, than to deposit their certificates or bonds with the committees announced as ready to

receive them. These committees are made up of men of the highest standing. Mr. J. N. Wallace, Chairman of the Committee to receive Pfd. stocks certificates, is the able president of the Central Trust Co. of New York, one of the strongest financial institutions in the land. Mr. Charles H. Sabin and Mr. Alexander J. Hemphill, Chairman, respectively of the Bondholders' Committees, are bankers of the highest reputation. The reorganization of the company, under the direction of the court, will be facilitated greatly if stock and bond holders will at once deposit their certificates with these committees. I will be glad to advise any of my readers in reference to this matter. If they are holders of either stock or bonds of the American Tobacco Co.

Club, Vermont: 1. I wish I could put all of my readers onto "Things that look good, and are good and will be good," but this is a changeable world. If we only knew whether Congress would adjourn without fussing with the tariff, if the corn and cotton crops would equal expectations, if trust busting hysteria would subside and prosperity have a chance. I could safely predict that any man who purchased almost any of the low-priced stocks, especially the low priced dividend payers, would be a money-maker. 2. Not much of an investment can be made with \$25 in any stock, though on a fair margin this would buy one share of O. & W., selling around 45 and paying 2 per cent. per annum, or one of K. C. S. Pfd. around 65 and paying 4 per cent. per annum. \$25 would have bought quite a bunch of the cheaper stocks sold on the curb like Manhattan Transit, Houston Oil and U. S. L. & H. Com. when these sold respectively at fifty cents, five dollars and a dollar a share, but those days have passed. Manhattan Transit at over 3, Houston Oil around 9 and U. S. L. & H. around 2 may have discounted the future. Watch my weekly suggestions, and bear in mind that patience is a great attribute of the successful operator, especially the beginner.

(Continued on page 193.)

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## The Woman That Is Bohemian

(Continued from page 178.)

Cleveland had been. She just ate her heart out until she met a fellow-student that had recently been taken up by Mrs. Dominic—by Martha—and so Martha took up Dolly.

"It was Martha's old game. Martha had Dolly to tea at her little home—eminently respectable, you know, with a few casual references to some swells that Martha always pretends are intimate acquaintances of hers, and with a light word or two about one young man or another—myself, most likely, among them—and theater parties and excursions and gay dinners. Precisely enough to make Dolly's eyes sparkle and to whet her appetite.

"That sort of thing was kept up for a while, and then the Dominics had Dolly to their 'bohemian' club. Of course it wasn't bohemian. The essence of bohemianism is unconsciousness; the minute you try to become a bohemian, you cease to be one—you become something else that I won't name—and the Dominics always tried hard. But Dolly didn't know this. She didn't know that the soup was like dish water, the lobster a cold-storage crustacean, the lamb aged mutton and the claret a blend of red ink and vinegar. All she knew was that there were lots of lights and lots of people and that the lights were bright and that all the people seemed happy and kindly.

"Let's have a cocktail," said Martha, as they sat down. 'I'm nearly dead for one.'

"I don't think I care for any," said Dolly.

"Why not?"

"Well, you see, father never approved of drinking."

"Martha raised her eyebrows in that way she has of showing incredible scorn.

"So you've never tasted a cocktail?"

"No."

"Te-he!" laughed Martha. "What do you think of that, Eddie?"

"And poor, dough-faced Eddie said, 'Ho, ho!'—as he was expected to do.

"It's nonsense!" said Martha. "It might be all right while you're a little girl and at home; but here we're all grown up and bohemian. Don't you think you're old enough to take care of yourself?"

"So Dolly took the cocktail. She took some of the red ink and vinegar, too, and pretty soon her shyness fell from her and she was as gay as any of the others, and some of Martha's tired-eyed young boy friends were attentive, and Dolly had a splendid time.

"On her next visit to the club, Martha offered her a cigarette, but Dolly hesitated.

"Now, don't be a goose, dear," said Martha. "The cocktail and the claret didn't hurt you, did they?"

"No-o-o," admitted Dolly.

"Well, then, a cigarette certainly won't. Why shouldn't you smoke? Where's the harm in it? We all smoke. Women all smoke nowadays."

"You see the process. The trouble with Dolly was that she didn't see it. Martha just shoved her gently along, week by week, enjoying the game, while Dolly was always thinking that she was seeing life at last and that Mrs. Dominic was 'simply lovely' to her.

"When Martha judged that the time was ripe, she got Eddie to propose a trip. It was a great idea! They would organize a little party, run across the State to Philadelphia on Friday night and go down to Atlantic City for Saturday and Sunday.

"Won't it cost a great deal?" faltered Dolly.

"Yes, it would cost a little bit of money.

"Then I'm afraid I can't go," said Dolly, who had always wanted to see the ocean.

"Martha considered.

"Have you enough for carfare?" she asked.

"I've saved a little of my allowance. I think I have enough for that."

"Well, then, we'll attend to the hotel expenses. I tell you what we'll do, Eddie. We'll get Willis Sadler to be the host. He gave us a party down there last year. He's got lots of money and he always wants a good time. Besides, he's in Harrisburg now."

"They arranged it that way. Sadler, whom Dolly had never seen before, but who seemed to be very intimate with Martha, met them on the way. He

wired to a big hotel for rooms, and they all had a long dinner in Atlantic City along the ocean front, with cocktails and champagne and highballs to follow. Then, somehow, Sadler and Dolly lost the Dominics in the crowd on the boardwalk, and, when they got to the hotel, the girl, in a placid haze, found that Martha and Eddie had been given rooms on the other side of the house and that Sadler's room communicated with hers.

"That started things. The girl considered herself lost; her whole training of silence was of the kind that implicitly teaches that, once the great step is taken, there is no means of turning back. She went ahead. At last the music conservatory got on to it and fired her. Meantime, Martha had had enough of her company. Dolly was afraid to go home—so she went to the dogs."

Eward stopped in his story. He threw away the butt of his cigar.

"Is that all?" I asked.

"Not quite," he said. "You saw how Martha was tanking up this afternoon? Well, she's afraid that Eddie's cousin's political pull may not be strong enough."

"I don't follow you."

"Eddie has a cousin in politics here."

"Yes?"

"Well, this afternoon a house was pinched, and Dolly was among the inmates."

"She's locked up?"

"Sure she is."

"And Martha's depending on Eddie's cousin to get her out?"

"Not much! Martha'd like her to stay there forever. You see, there was a preliminary hearing, and Dolly opened up and told the whole story of how she started wrong—and the names of the people that started her. What's making Martha sick is the danger of publicity. She's got Eddie's cousin on the job of using his political pull to keep the papers quiet."

"Can he do it?"

Eward looked at his watch.

"I don't know," he said. "Of course that talk of Martha's having a tea engagement was a bluff. She's at her home, and she made me promise to call her up at six, so she could tell me if there was any news. It's a quarter after now. She'll raise Cain because I'm late—she always does."

He went to a telephone booth. In a few minutes he returned, smiling bitterly.

"It's all right," he said. "The papers will keep quiet?"

"Yes, more's the pity."

"So Martha's had another escape?"

"She has, and she's as happy as a lark."

"And what about Dolly?"

"Dolly hanged herself in her cell a half hour ago."

**Winning the Children to Make the Mothers Buy.**

(Continued from page 180.)

"Five Dollars for a Name." The window card informed the children that two prizes of five dollars each would be given to the boy and girl who brought to the store the most appropriate names for the shoes. A five-dollar prize looked big to a child, and even to the parents, who encouraged them to enter the contest. Consequently everybody took notice of this store. This plan not only placed the shoe merchant on intimate terms with the boys and girls who came into the store to submit names, but it also served to create an interest among the parents to help the youngsters to win the prizes. As soon as this contest ended, the shoe dealer kept in the public eye and impressed the new names for his shoes on the public by arranging a second contest. This time he selected the prize-winning names of the shoes and used them in a word contest.

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# A Costly Experience in State Ownership

The Salt Works from Which New York State Expected a Lasting Revenue Is Abandoned When It Results in a Deficit

By W. H. BRAINERD

WHILE the national fad is conservation and while the people everywhere are being told of the enormous value they will find in the development of their natural resources, it is a curious fact that the Legislature of New York is just abolishing the last sinecure that remains of an attempted conservation scheme of which much was expected, but which has resulted in absolute failure after serious loss to the State.

The Onondaga salt springs were conducted by the State of New York for one hundred years. At first great things were promised for them. The State erected the works and drew a revenue from the manufacture of salt. Finally there came a time when the works became a burden and were abandoned. The salt springs were discovered by the white man during the reign of Charles V. Spaniards traveled from Florida to the territory now included in Onondaga County, New York, in search of silver, following marvelous stories given by the Indians. The supposed-to-be silver proved to be a deposit of salt from the brine which had flowed from the springs and crystallized on the surface. In 1776 Samuel Kirkland, a missionary of the Scotch Society for the Propagation of the Gospel among the Heathen, interested General Phillip Schuyler in the salt springs at Syracuse, N. Y., and in 1777 General Schuyler addressed Congress on the subject, giving his opinion that the springs might be "improved to advantage," provided some one familiar with the process of boiling salt were placed in charge of them.

James Duane and Robert Yates were designated to put General Schuyler's plan into operation by the State, and in May, 1788, Colonel Comfort Tyler and Asa Danforth constructed the first salt works at Syracuse. In September, 1788, the chiefs of the Onondaga Indians conveyed the salt lands to the State of New York by treaty. The Indians had, prior to the Revolutionary War, deeded the salt lands to Sir William Johnson, but the conveyance was subsequently declared invalid. In 1793 Moses DeWitt and William Van Vleck formed the first co-partnership for the manufacture of salt in the State of New York. Difficulties having arisen over the priority of rights, the Legislature passed an act on April 1, 1797, requiring the surveyor-general to survey the salt lands in person and lay them out in lots of not more than ten acres each. Under his

lease, thereafter, each manufacturer was required to manufacture at least ten bushels of salt a year, and was prohibited from charging more than sixty cents a bushel therefor, and was further required to pay a duty or tax of four cents per bushel in lieu of rent.

In the original leases the Legislature reserved the right, upon their expiration, to renew the leases for the term of seven years or of purchasing any or all of the leases at their true value. The same act authorized the Governor to appoint a superintendent of salt works at an annual salary of \$800. He was to store the salt until the manufacturers found purchasers, and was then to exact one per centum a bushel for storage and four cents per bushel for tax. The act of 1797 required the superintendent to keep a large quantity of salt on hand, but this requirement was repealed in 1801. An act of 1817 imposed upon the superintendent quarterly reports to the commissioners of the canal fund, but an act of 1825 changed this by making his report go to the Legislature.

In 1805 the tax on manufactured salt was fixed at three cents and in 1812 it was advanced to twelve and one-half cents a bushel. Thereafter the sum of \$2,055,458 was contributed toward the construction of the Erie Canal from this tax. In 1834 the tax was reduced to six cents a bushel and in 1846 to one cent a bushel. By act of the Legislature in 1859 it was directed that leases should be made to all manufacturers for periods of thirty years. This was to do away with the vexatious suits arising out of questions of priority of leases. In 1860 all the manufacturers united in forming the Salt Company of Onondaga, which to-day would be denounced as a trust. The property was appraised at \$3,200,000, the owners were to manufacture the salt and the company was to take it at twelve and one-half per centum of the valuation.

The people of New York felt so well disposed toward the salt springs that the constitution adopted in 1846 contained a clause that the Onondaga salt springs should never be sold or disposed of by the State, but the convention of 1894 thought differently and omitted the Onondaga Salt Reservation clause from the constitution ratified that year. The framers of this last constitution explained the reason why. They said in their address recommending their new constitution: "We have removed the prohibition against the sale of the Onon-

daga salt springs which are an annual loss to the State." For more than half a century the State derived a profit from its salt springs. Gradually the manufacturers, through political intrigues, became favored and not only secured lower taxes, but compelled the State through legislative enactment to purchase modern machinery and give them better terms in every way. Thus the State, which paid for all the machinery and kept it and the structures in repair and furnished the brine from the ground, got less and less revenue until the balance was on the wrong side of the ledger.

In his annual report in 1861, Robert Denniston, State comptroller, said: "Thirty years ago, when comparatively of little value, the salt springs yielded very considerable revenue. . . . In a financial view, more revenue might be expected from these springs." Still he justified the smallness of the revenue by the fact that "a compensation for want of revenue is found in the consideration that cheap salt, of the purest quality, is furnished for the people, and also that salt furnishes the basis for a very large and growing commerce." Comptroller Denniston assumed as a sound rule that unless the ordinary revenue of the springs was not more than one-third more than their annual expenses, they would in ten or fifteen years show a deficit, because of the extensive repairs which would become necessary.

In 1860 the receipts of the State of New York from its taxes on salt were \$65,875 and the expenses were \$51,416. For the five preceding years the aggregate receipts were \$307,493 and the payments \$279,272. In the year 1861 the receipts ran up to \$66,299 and the payments to \$63,500. At that time the then superintendent of the springs, V. W. Smith, estimated that the revenue would be \$85,000 and the expenses \$50,000.

The framers of the constitution of 1846 omitted the duties or taxes on salt, but inserted the clause that the "Legislature shall never sell or dispose of the salt springs belonging to this State." Two years later they paid in taxes \$43,347 and the State expended in conducting the springs \$25,520. In 1866 the receipts had again gone up to \$63,191, but the expenses were also increased to \$45,450. The taxes which were at one time twelve and one-half cents a bushel had been reduced, little by little, to one cent a bushel. For many years they provided a revenue for the State, but it

was little more than sufficient to pay the expenses of conducting the works.

Governor Lucius Robinson, when State comptroller in 1863, said that the "State canals are made to pay tribute to the salt works by furnishing water for the machinery, to the serious injury, at times, of navigation, and until the past year have been obliged to carry wood for them free of toll. The duties have been reduced to the present nominal rate (one cent a bushel) for the alleged purpose of enabling the manufacturers to sell at low prices for the benefit of consumers." The clause in the State constitution of 1846 which forbade the sale of the salt springs was intended to protect the people's interests and to throw wide open the doors for competition by manufacturers. A greater revenue was the main object and this result was promised by those who were advocating public ownership. "But," says Comptroller Robinson, "these objects have been thwarted by their (the salt works) falling practically under the control of a company which monopolizes the business, pays a trifling revenue and demands high prices." He recommended the raising of the tax from one to three cents a bushel, but his suggestion was not acted upon. In a later report he pointed out that if the tax had been raised the State would have received for a series of years \$214,192 instead of \$44,503. As years passed the revenue ceased and in its place a deficit each year was found.

The new constitution adopted in 1894, failing to contain any restrictive clause for the retention of the salt springs, the Legislature of 1898 directed the commissioners of the land office to sell the salt lands, which they did. Since that time the State superintendent of the Onondaga salt springs has continued in office at an annual salary of \$1,500 with an assistant at \$1,200, until this year, when the Legislature abolished this useless office. The last year the State conducted the springs the duties received amounted to \$25,853 and the expenditures to \$42,835. The expenditures included \$19,000 for salaries and \$6,500 for repairs to machinery. In 1910 the receipts of the office were \$529 and the expenses \$2,009. Thus ends the recital of one experiment in State ownership. It may well be studied by those who are now advocating municipal control of all public utility corporations and governmental control of our railways and industries.

## How a Woman Learns To Fly

(Continued from page 181).

in the control of the two. But one who has easily learned how to drive an automobile and to pilot it with a clear head through congested traffic will undoubtedly find his experience an aid in learning to fly. I state this as the result of my own experience.

It is, indeed, a time for rejoicing in the school when Professor Houpert informs the student that he has graduated from the rather clumsy kindergarten machine and is to take his first flight in a lighter and more powerful machine fitted with a sensitive control. This means that he is really going to fly. The humor of the aviation school differs from any other. The students are invariably a light-hearted and a jolly crowd, seeing and enjoying the funny sides of things. A great deal of good-natured banter is exchanged between those who return from a flight and the students who have watched them. Although one young fledgling reached a height of only ten feet or so and that only one fraction of a minute, he returned with an exciting tale of having fallen into an air hole and a laughable explanation of how he dexterously straightened his machine and returned to earth with safety. Another created a roar of laughter, when he returned from a kangarooing trip, by his account of being attacked by a vicious sparrow

on the way. M. Vedrine, who crossed the Alps and startled the world by reporting that in transit he had been attacked by an enormous eagle, has nothing on the students of the Moisant school.

The fascination of flying is not confined to students. Despite the early hour in which the lessons are given, spectators hover about the field, wandering over from Garden City or Mineola. Not infrequently an automobile party appears on the scene, and I have observed that the most interested are always the ladies accompanying these parties, and they are usually in majority.

It was a happy day for me when Professor Houpert told me that my grass-cutting days were over and that I was ready for a flight in the air. It was the day I had longed for with an expectancy that I cannot describe, the fascination of flying had such a hold upon me. Every student tells me that he has the same feeling, except those who have had a mishap which had tested their nerve too much. A flying student cannot expect to go through the course of instruction without some breakage, for the most skillful of flyers have their bad moments. It must be remembered that the flying machine must be in perfect working order and that one false move of the student invites disaster. It may be only a broken fork or wheel or per-

haps a chip off the propeller, but it is enough to disable the machine and to put it out of commission until repairs have been thoroughly made. It is a remarkable fact that thus far the records show that only one beginner has had a fatal casualty. I refer to the case of Mlle. Moore, a student of a biplane school in France, a few weeks ago.

The second machine in which I was to take my first flight in the air differed in essentials from the first one, known as the grass cutter. The latter is equipped with three wheels, so that it can roll over the ground smoothly, while the former has two wheels in front and a skid instead of a wheel behind. The student must, therefore, rise above the ground promptly or run the risk of injuring the dragging skid. The chassis of the flyer is lighter than that of the grass cutter and the power of the former is considerably increased. The student who takes his first real flight is instructed to fly straight across the field and to alight near where a mechanic stands waiting to turn him around for his return trip. His first lesson as a freshman is intended to teach him to manage his machine while running over the ground. His first lesson as a graduate is to learn how to cut his pathway through the air. While grass cutting, the freshman learns how to steer. While air cutting, the graduate must

not only steer, but he must learn the more difficult task of warping his wings and of manipulating his elevating and lowering planes. The warping is done by a wheel resembling the steering wheel of an automobile and which rests directly in front of the pilot. This wheel, by a movement back and forth, elevates or lowers the plane. After one successful straight-away flight, I was instructed by my pleased instructor to fly across the field and to turn around and come back without alighting at the other end. The fundamental requirements of a good student are that he shall be able to make a good ascent and a safe landing. These are the most difficult accomplishments of a flyer. When he has mastered them he has learned his lesson pretty well. After learning to make a circuit of the aerodrome, the student is asked to do what is considered difficult—a right-hand turn. After having done this without mishap, he is then capable of attempting to make a flight in the form of a figure eight, which is the essential requirement before he can secure the much coveted pilot's license from the Aero Club of America. I have frequently been asked how I felt when I first really went up into the air to the height of one hundred feet, which at the present writing is my record altitude, but I must reserve this recital for a subsequent article.

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# Waking Up the Western Farmer



TALKING BETTER AGRICULTURE.

Train split to open street-crossing, which was filled by an eager crowd, who could not find seats in the lecture cars.



A SPLENDID CROP OF FUTURE FARMERS' WIVES.

Showing how the whole family attends the lectures of the practical scientists who travel on the Rock Island "Wheat Special."



AN INTERESTED GALLERY.

Overflow meetings are often necessary. This is one of them.



THE BAND TURNS OUT TO WELCOME THE TRAIN.

It's a great occasion not only for the countryside but the towns as well.

THE "Wheat Special," operated through Kansas by the agricultural department of the Rock Island Lines in connection with the Kansas Agricultural College, developed a new line of co-operation which is at once spectacular and efficient. It seems to have been started by an enterprising newspaper man, who saw the importance of getting as many farmers as possible to hear the lectures and at the same time the opportunity to bring purchasers to the local dealers. The scheme was soon noised about and quite generally adopted. The local merchants made the day scheduled for the "Wheat Special" a bargain day and in some instances a veritable gala day, with programs of entertainment. Advertising supplements were issued by local newspapers, setting forth special bargains for "Wheat Day" only; handbills were distributed broadcast, and every available means used to draw the farmer to

town. In some instances commercial bodies canvassed the surrounding territory and distributed advertising matter.

To insure against interference with the educational work of the "Wheat Special" train of the Rock Island in Kansas, business houses were closed during the period of the lectures, and not only were the cars crowded, but overflow meetings were held at almost every point. All reports indicate that the merchants were amply repaid by additional patronage, and it is certain that a very much greater attendance upon the lectures resulted than could have been expected otherwise. At Marion the merchants advertised a free dinner for the tallest man at one restaurant, a silver dollar and free dinner at another restaurant for the "largest lady" from the farm, plowshares sharpened for twenty cents, ten cents off on every sack of Portland cement, free hair tonic with every shave, two pounds of bologna

sausage for fifteen cents to "all of our farm trade," shoes half soled for fifteen cents, seven nickel cigars for a quarter, and fifty dollars off on every automobile. Attendance on lectures, 1,500. At McPherson a similar plan was followed and many substantial bargains were offered by the merchants. Attendance upon the lectures, 1,700. At Phillipsburg one merchant offered a twenty-two-dollar suit of clothes to the farmer bringing in the largest number of persons in his wagon to attend the lectures. Attendance, 750.

At Kensington, with a population of only 600, farm implements, wagons and automobiles and other articles were sold at cut rates. The children were given the free use of a merry-go-round; tanks of ice water at convenient points and rest rooms were provided. Two ball games, two band concerts, an automobile parade and fireworks were some of the attractions that brought farmers to

town. Attendance, 2,000. At Belleville the merchants raised a purse and bought a ninety-dollar farm wagon, which was given to the farmer holding the lucky one of the tickets distributed at the stores to all country buyers with their purchases. Attendance, 500. At Enterprise four automobile loads of merchants spent three days in the country, personally inviting farmers to come for "Wheat Special Day" and bargains advertised for that day only. The leading miller gave a premium of four cents a bushel above market on all No. 1 wheat brought in that day, and he got many loads. Attendance, 800.

The farmers evidenced a keen appreciation of the need for better methods to increase wheat yields and the lectures were eagerly and intelligently received. The work of the local merchants served to popularize the subject and marked improvement may be looked for from those sections covered by the train.

## Youthful American Mental Prodigies



ADOLF BERLE,

Son of the Rev. Dr. A. A. Berle, of Boston. He entered Harvard at thirteen and one-half years of age and wore knickerbockers as a participant in a Yale-Harvard debate.



LINA WRIGHT BERLE,

Sister of Adolf Berle. She studied languages at three, learning the Lord's Prayer in English, Latin, Greek and Hebrew. At sixteen she was a sophomore at Radcliffe College.



WINIFRED S. STONER,

Of Pittsburgh, who was a student of poetry and typewriting at three, published a book of verse at seven, and spoke five languages at nine.



NORBERT WIENER,

Of Cambridge, Mass., who was graduated from Tufts College at fourteen. At eighteen months he learned the alphabet in two days, and at six he had read a number of important books.



WILLIAM J. SIDIS,

Of Boston, who entered Harvard University with advanced standing at the age of eleven, and a year or two later lectured before the faculty on the Fourth Dimension.

Five wonderfully intelligent young persons who have been educated by new methods and have astounded everybody with their precocity. It is claimed that their development was due to the novel training they received and not to exceptional talent.

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## Jasper's Hints to Money-makers.

(Continued from page 189.)

M. Lincoln, Neb.: I do not regard the St. Paul Trust Company's plantation stock as "a good investment." Most of the plantation companies are very highly capitalized and decidedly speculative.

K. Fond du Lac, Wis.: 1. Bonds are usually bought and sold with accrued interest. 2. J. S. Barst & Co., 42 Broadway, New York, are numbered among the oldest of the established banking and brokerage houses.

K. Forest City, Pa.: None of the stocks on your list has any connection with Wall Street. Write to Harry A. Willis & Co., brokers, 32 Broadway, New York. This firm will always be glad to answer inquiries from my readers regarding the value of securities, if Jasper is mentioned.

T. Morristown, N. J.: 1. I never heard of the chemical concern to which you refer and doubt if the stock has value. 2. I would hold American Locomotive. When the railroads begin to renew their equipment, as they eventually must, all the equipment stocks will sell higher.

R. New Orleans, La.: I know nothing about the refinery concern to which you refer. Before I made such a large investment I would get a mercantile agency report. It might be difficult to sell the shares of a small industrial in case you needed the money in an emergency, while you can always find a market for securities bought on the stock exchange.

S. Elgin, Ill.: The difficulty about all unlisted industrial enterprises of a local character is that they are in a highly competitive field. Their success, therefore, depends upon the ability of the management. It is very difficult, in case of an emergency, sometimes to dispose of stocks of this character. They are not listed, and therefore have no ready market.

W. Saranac Inn, N. Y.: The New York Realty Owners in its last annual statement reported assets of more than \$3,000,000 and a surplus of nearly \$1,000,000. The directors include a number of well-known business men. I regard its annual statement as very favorable. If the rise in New York real estate continues, and there is no reason to believe that it will not, the company will be greatly benefited.

W. San Bernardino, Cal.: There are no "can't lose" stocks or any stocks "guaranteed by the United States government." The prospectus of any irrigating, mining or ditching propositions that states that the proposition has been so safeguarded as to make it "absolutely secure," is on its face suspicious. My readers would do well to leave all such get-rich-quick schemes severely alone. The farther away they are the greater the suspicions concerning them.

X. Lancaster, Pa.: Unimproved land in Mexico can be bought in large tracts at a nominal price, say a few cents an acre. A capitalization of \$6,000,000 for a Mexican plantation company, therefore, looks decidedly liberal. I am not able to answer your inquiry in reference to the management, but I agree with your conclusion as to the standing of most of these companies. I would not advise my readers to load themselves up with plantation stocks of the Mexican variety or any other, for that matter.

R. Kansas City, Mo.: Of course, every ton of ore taken out of a mine reduces assets by that amount, so that mining dividends are paid out of assets, while in an industrial or railway corporation they are paid out of earnings. I am not advised as to the development work on Tonopah, but as a general rule it is wise to take a profit in a mining stock whenever it can be had. I have never known a mining stock to be put on the market unless insiders were anxious to get rid of it. For this reason I have advised the owners of Chino, Miami and Goldfield Con. to take a profit whenever they can get it.

W. Jersey City, N. J.: 1. When a dividend-paying stock shows such weakness as Inter Rubber has shown, it is evidence, usually, of a reduction or cessation of dividends. I regard the stock as highly speculative and have believed that insiders were selling it at every opportunity. 2. I would not invest in Con. Arizona Mining at this time. There are signs of improvement in the copper situation. 3. American Can Pfd. paying 5 per cent. does not look attractive at present prices. Talk of the payment of back dividends has been heard for a long time. It is generally believed that the speculative element still controls the company and will adopt such a plan if it is necessary to dispose of its holdings profitably, otherwise not.

Money-maker, New York: The Federal Biscuit Company is not an experimental concern. The company embraces seventy independent plants including some that have been among the most prosperous. These plants manufacture crackers, bread and candy and the net profit in 1910 was \$1,300,000, or more than 10 per cent. on the entire preferred issue. In the light of the experience of other biscuit companies it is believed that the earnings can be more than doubled as the result of the consolidation. The officers include, among others, ex-Comptroller Metz of New York City and the managers of several

successful biscuit companies. The 7 per cent. preferred stock offered with a bonus of common stock is therefore looked upon with favor, for if estimated earnings are justified they will be sufficient not only to pay 7 per cent. on the preferred, but also 1 per cent. upon the common with 2 per cent. for surplus. The remarkable success of the National Biscuit Company which has put its common stock to twice the figure it sold at three years ago is regarded as signal proof of the wonderful growth of the biscuit business. The offer of a bonus of common stock may be withdrawn at any time so that those who desire to familiarize themselves with the proposition should write at once for full information, addressing the Federal Biscuit Co., 100 Hudson Street, New York City, and mentioning Jasper.

NEW YORK, August 10, 1911.

JASPER.

## Recent Deaths of Notable People.



EDWIN A. ABBEY,  
One of the most famous  
of American painters.

EDWIN A. ABBEY, famous American painter, at London, August 1st, aged 59. Colonel William C. Greene, famous "Copper King" and cattle raiser of Cananea, Mex., at Naco, Ariz., August 5th, aged 58.

Rev. Dr. Oscar Penn Fitzgerald,

Bishop of the Methodist Episcopal Church South, at Monteagle, Tenn., August 5th, aged 82.

Leslie C. Bruce, one of the world's most noted rifle shots, at Greenwich, Conn., August 2d, aged 62.

Princess Andre Poriatowski, formerly Miss Elizabeth H. Sperry, of Stockton, Cal., at Paris, August 4th, aged 39.

Mrs. Belle A. Mansfield, first woman lawyer admitted to practice in the United States, and a widely known educator, at Aurora, Ill., August 1st, aged 65.

Col. L. L. Bruff, U. S. A., widely known authority on ordnance and author of many works on the subject, at Philadelphia, August 4th, aged 59.

Edward M. Shepard, eminent lawyer, public man and author, of Brooklyn, N. Y., at Lake George, N. Y., July 28th, aged 60.

Frederick Loeser, formerly one of Brooklyn's leading merchants, at Stuttgart, Germany, July 31st, aged 75.

Dr. Willard Francis Mallalieu, bishop of the Methodist Episcopal Church and probably the oldest Methodist minister in point of service, at Auburndale, Mass., August 1st, aged 83.

Mrs. Oliver O. Howard, widow of Major-General Howard, famous Civil War officer, at Burlington, Vt., August 1st.

Edward Murphy, Jr., of Troy, N. Y., formerly United States Senator from New York, at Long Branch, N. J., August 3d, aged 77.

Professor Reinhold Begas, Germany's most renowned sculptor, at Berlin, August 3d, aged 80.

## A Story of the War.

SENATOR HEYBURN, of Idaho, has lately stirred up considerable comment by caustic remarks on the floor of the United States Senate, with reference to the American Civil War. The Senator has been outspoken in criticism of the course of the South and of the adherents of the "Lost Cause." The other day Senator Taylor, of Tennessee, made a reply to Mr. Heyburn, deprecating the reopening of the wounds of the great conflict. Mr. Taylor said, "I do not believe that a man can be a good citizen who will now stand anywhere under the flag and attempt to keep the sections of this Union apart," and he told the following story illustrating the complete change of sentiment in the South in favor of the Union:

During the Spanish-American War I was down in Mississippi. I went into a little town and found a coterie of young men bitterly protesting against the sons of Confederate soldiers marching under the Federal flag and wearing that blue uniform. I saw an old man sitting among them. Finally he said, "Young men, I do not wish to engage in your discussion, but I followed the stars and bars four long weary years. I surrendered at Appomattox. I went home barefooted and in rags, to find my country desolate and my home in ashes. I swore eternal vengeance against that flag and against that uniform. But one day not long ago I saw a Mississippi regiment marching up the street under that flag and in that uniform, and I saw my boy in the ranks. I rushed to the colonel and said to him, 'Make these boys take off that uniform and let them wear the gray in this war, and show to the world how the sons of Confederate veterans can fight.' But the colonel smiled and said, 'No; they must wear the blue and march under the old flag.' I went to my home, still nursing my revenge more than ever. But when they brought my boy home in his coffin and I bent over him and looked upon him there in his blue uniform and wrapped in his country's flag, in a moment all the animosities of the past vanished, and I said, 'Henceforth that is my flag, that uniform is my uniform, and henceforth this whole country is my country.'"

## At the Parsonage.

COFFEE RUNS RIOT NO LONGER.

"Wife and I had a serious time of it while we were coffee drinkers.

"She had gastritis, headaches, belching, and would have periods of sickness, while I secured a daily headache that became chronic.

"We naturally sought relief by drugs without avail, for it is now plain enough that no drug will cure the diseases another drug (coffee) sets up, particularly so long as the drug which causes the trouble is continued.

"Finally we thought we would try leaving off coffee and using Postum. I noticed that my headaches disappeared like magic and my old 'trembly' nervousness left. One day wife said, 'Do you know my gastritis has gone?'

"One can hardly realize what Postum has done for us.

"Then we began to talk to others. Wife's father and mother were both coffee drinkers and sufferers. Their headaches left entirely a short time after they changed from coffee to Postum.

"I began to inquire among my parishioners and found to my astonishment that numbers of them use Postum in place of coffee. Many of the ministers who have visited our parsonage have become enthusiastic champions of Postum." Name given by Postum Co., Battle Creek, Mich.

Read the little book, "The Road to Wellville," in packages. "There's a reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

## Life-insurance Suggestions.

[NOTICE.—This department is intended for the information of readers of LESLIE'S WEEKLY. No charge is made for answers to inquiries regarding life-insurance matters, and communications are treated confidentially. A stamp should always be enclosed, as a personal reply is sometimes deemed advisable. Address Insurance Editor, LESLIE'S WEEKLY, Brunswick Building, 225 Fifth Avenue, Madison Square, New York.]

OF LATE there has been considerable excitement in the insurance world over the report that some companies, taking advantage of the helplessness of their poor clients, compromised or adjusted claims so that thousands of dollars, withheld from widows, went to swell the surplus or to increase the dividends of the companies. If the report be true, then the companies deserve the severest reprobation, but first, one should hear the other side of the case. Hearings are to be given to the companies before a committee composed of such men as William H. Hotchkiss, superintendent of insurance of New York, Frederick H. Potter, superintendent of insurance of Illinois, Colonel Joseph Button, president of the national insurance commissioners' convention, etc. Men of this type can be depended upon to see that the poor and helpless, who have their money invested in insurance, are protected, and on the other hand to see that equal justice is done to the companies. At all events, I want to caution my readers against putting too much faith in rumors until after results of this hearing are announced. Not the slightest bit of evidence has been produced against the reliable old line companies, which have done so much to protect poor homes from want in case of death of the breadwinner. These well established companies seem to rival one another in their haste to pay death losses.

S. Sheffield, Ala.: The German Commercial Accident of Philadelphia appears to be energetic and prosperous and makes a good report of its earnings.

G. Plant City, Fla.: The U. S. Fidelity and Guaranty Co. of Baltimore was organized in 1896. The company reports a good surplus. I regard it favorably.

C. New York: The Pittsburg Life and Trust was established in 1903 and is by no means among the largest companies, but its last report shows a satisfactory surplus.

L. Wichita Falls, Tex.: The Midwest Life of Lincoln was established as recently as 1906. It is a small company. It is hardly fair to compare it with the well established leading companies.

R. York, Neb.: I think well of the Mutual Benefit, the Connecticut Mutual, the Travelers and all the other leading New England companies. I simply mentioned the New York companies you speak of as among the oldest and most successful.

T. La Grange, Ga.: 1. The Meridian Life of Indianapolis, Ind., is not a very large company, but is doing apparently a successful business. 2. I do not believe in coupling speculation with life insurance. The rate you pay is pretty liberal, but this is accounted for by the speculative inducement offered you.

H. Philadelphia, Pa.: 1. The Scranton Life was organized about four years ago and is doing an increasing business though expenses of management are liberal. 2. The Pacific Mutual Life of California was established in 1867. I have never heard that it did not meet its payments promptly. 3. I would consult a lawyer.

M. Alhambra, Cal.: I do not believe in any kind of insurance that is offered at half the rates that successful companies charge. The old established companies could not have been prosperous if they had charged twice as much as the business could be done for on a conservative basis. If one seeks safe insurance he must pay a reasonable price for it.

W. Cookeville, Tenn.: The New York Life would certainly be preferred rather than the fraternal assessment association to which you refer. An old line company establishes its premium rate at the outset and gives you the benefit of such dividends as the policy may earn. In an assessment association your assessments depend upon the number of deaths. Obviously the deaths will increase as years go by. In all assessment associations, therefore, the cost of insurance has grown heavier with advancing age and has sometimes become extremely burdensome. I had rather pay a little more for insurance in an old line company and get the benefit of the dividends than to pay a little less at the beginning and perhaps a prohibitory rate at the end.

Hermit

## Turn About.

"Save me, save me!" a young girl cried,  
From the ocean deep where she went  
to swim;

And a young man landed her safe on  
shore,

Then after a while she landed him.

—Detroit Free Press.

Send Me

\$1.00

for Two

Poplin

Club Ties



With the distinct understanding that the Ties I furnish will not WRINKLE like ordinary silk ties.

If they do, back goes your money at once.

I have been studying the Tie question for a long time and have solved the problem.

My Club Ties are made of SILK POPLIN, two inches wide at ends, 33 inches long (for medium sizes), 35 inches long (for large sizes), extra large 38. Are REVERSIBLE, double wear.

I guarantee them to outwear any silk or satin tie made.

Made in the following shades: Purple, Old Rose, Heliotrope, Red, White, Cerise, Gray, Green, Black, Brown, Light Blue, Medium Blue and Dark Blue.

A regular dealer would have to charge 75c. to \$1.00 for them in selling by his usual methods.

When you buy from me you save money, get a guaranteed article which you can return, if not satisfactory; and save you the annoyance of shopping.

My new Catalogue (containing diagrams how to correctly tie Bows, Four-in-hands and Ascots) will be sent FREE upon application.

My goods are not sold by agents or retailers.

"High Grade Goods at first cost" and money returned at once if customer is dissatisfied.

References: Any Bank in Troy.

C. G. CLEMINSHAW, 283 River St., Troy, N. Y.

Your earning capacity can be increased  
threefold by proper development.

No matter what line you are in, whether you have had experience in Drafting or not, our full and partial courses fit every need, in Drawing, Estimating, Plan Reading, Mechanical, Architectural and Structural Drafting and Design. Our graduates are much in demand.

LEARN  
DRAFTING

Students study blue-prints of buildings and machinery actually being constructed! Your work is approved by Chicago's leading architects and engineers. Low tuition, easy payments. Mention course and send for folder.

CHICAGO TECHNICAL COLLEGE  
601 Atholton Bldg., Chicago, Ill.

Courses in some subjects at our Chicago School. Day and evening classes. Ask for catalog U.

BY MAIL

MONKS WIN RIGHT  
TO CHARTREUSE

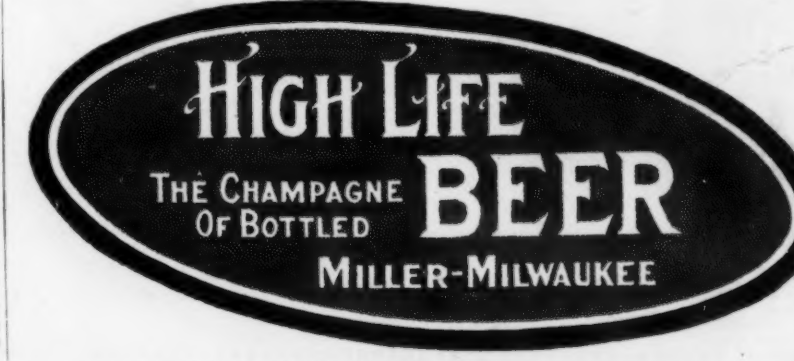
United States Supreme Court Favors  
Carthusian Order in Fight to Protect  
Secret of Its Liqueur.

By a decision of the United States Supreme Court the Carthusian monks, who make the celebrated liqueur known as Chartreuse, have won their fight against the Cusenier Company, a New York corporation, to prevent the latter from using the trade mark and other indicia of the monks' product in the sale of a similar cordial in this country. The Cusenier Company acts as agent for the French liquidator, Mons. Henri Lecontier, appointed by the French court to take possession of the property of the monks in France under the Associations act of 1901.

Following the forcible removal from their monastery, near Voiron, in the Department of Isere, in France, the monks took their liqueur manufacturing secret with them and set up a factory in Tarragona, in Spain, and there have continued to manufacture the cordial, importing from France such herbs as were needed for the purpose.

The French liquidator, it is alleged, undertook to make a cordial identical with or closely resembling the monks' product.

In about all substantial details the claims of the monks have been upheld, except that the defendant company has not been held in contempt. Justice Hughes wrote the decision. The jurisdiction of the Circuit Court was upheld. It was also set forth that the monks' non-use of the trade mark did not constitute abandonment and that the French law affecting it could not have any extra-territorial effect as far as this country was concerned, and that the monks have an exclusive right to the use of the word Chartreuse in the sale of their product in the United States.—New York Herald, June 20, 1911.



In answering advertisements please mention "Leslie's Weekly."



# Stars of the New Theatrical Season



MISS ETHEL BARRYMORE,  
In "The Witness for the Defense."



JOHN DREW,  
In "A Single Man."



DONALD BRIAN,  
In "The Siren."



MISS BILLIE BURKE,  
To open in a new play at the Lyceum Theater in September.

The prominent Frohman stars, who will appear early this season.



MISS MARGARET ANGLIN,  
Will appear in her new comedy, "Green Stocking."



MISS AMELIA GARDNER,  
In "As a Man Thinks," at the Thirty-ninth Street Theater.



MISS FLORENCE ROCKWELL,  
From a new photograph, who will be seen in New York this season.



MISS BESSIE WYNN,  
A vivacious, attractive and popular vaudevillian.



MLLE. ANNA PAVLOVA,  
Who will appear here at the head of the Russian ballet.



MIKAIL MORDKIN,  
Will also return this season with the Russian dancers.



MISS KATHLEEN CLIFFORD,  
A popular entertainer with "The Folies Bergere."



MISS JULIA MARLOWE,  
America's leading Shakespearian reader.



A LIVELY GROUP OF DANCERS,  
With the Ziegfeld Folies Jardin de Paris, New York Roof.



MISS MARIE TEMPEST,  
Who will appear under her own management exclusively in Shubert Theaters.



WEEKLY  
n  
AUGUST SEVENTEENTH, 1911

# Fifty Years Ago This Week

War Scenes from Leslie's Weekly of August 17, 1861

Copyright, Leslie-Judge Co.



Burning of Hampton, Va., by the Confederate troops under General Magruder, midnight, Wednesday, August 7.

From a sketch by our special artist accompanying Major-General Butler's command.



Prince Napoleon visiting President Lincoln at the White House. Scene during the performance by the band. The Prince later visited the Confederate Army.

From a sketch by our special artist accompanying Major-General McClellan's command.

## The State of the Nation as It Appeared Fifty Years Ago.

From Leslie's Weekly of August 17, 1861.

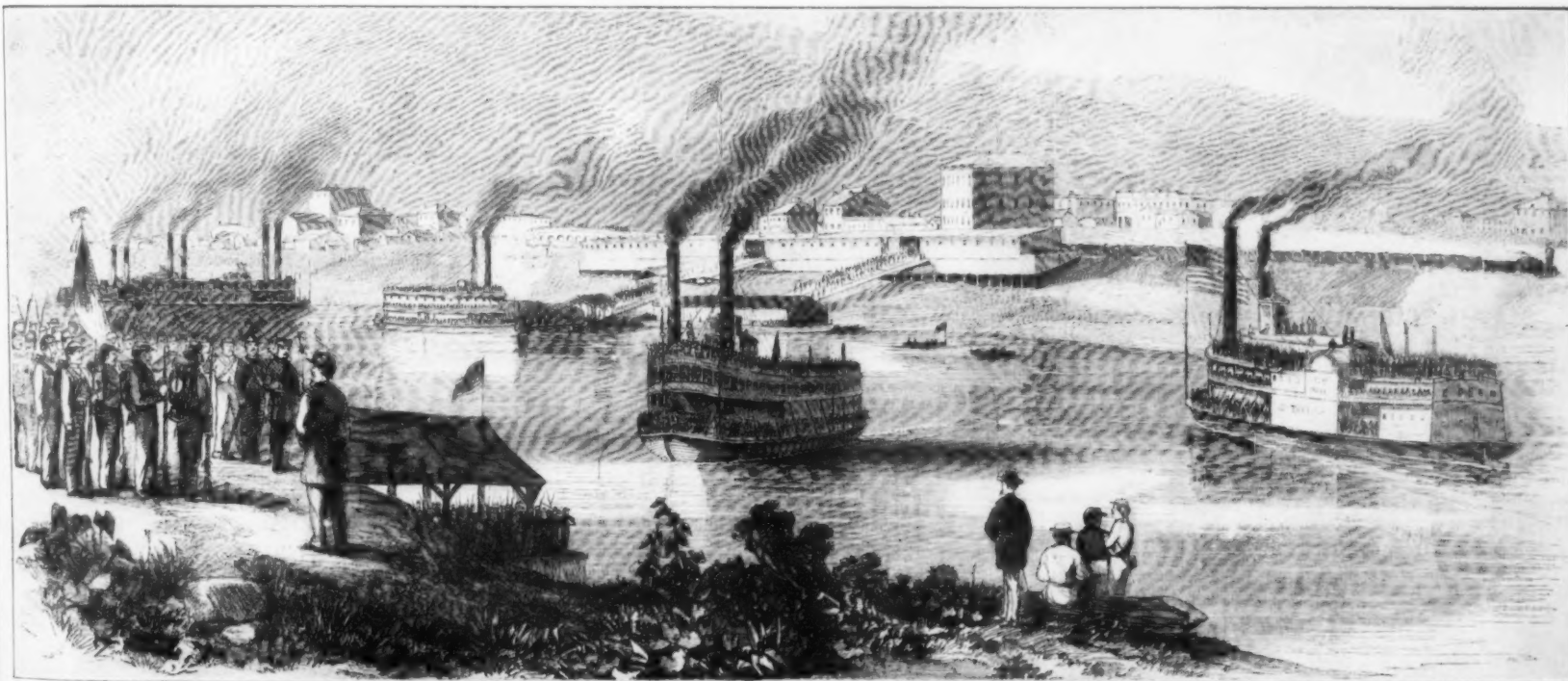
The official reports from the General commanding, the Generals of divisions, Colonels of regiments and batteries of the battle at Bull Run, although they bring no new matter to light, are highly satisfactory as evidence of the excellent behavior of a majority of our men in the field, and of the fact that, up to three o'clock in the day, we had won a victory which was only wrested from us by the pouring in of large reinforcements to the ranks of the Confederates. So far as we can judge, General McDowell's plan was well conceived, and would have been carried out successfully with the force under his command if he could have moved at the time he proposed.

In southwestern Missouri that gallant and active soldier, Brigadier-General Lyon, has achieved another victory over the Confederate troops. On Friday, the 2nd inst., he learned that Ben McCulloch and his Southern hordes were approaching to give him battle, ordered his men under arms, and marched out to meet him at a ravine known as Dug Spring. Our force was eight thousand, that of Ben McCulloch's fifteen thousand. After some hard fighting, in which the artillery of Lyon proved its superiority, the

enemy retreated with a loss of forty killed and forty-four wounded. Our loss is eight killed and thirty wounded. We took eighty stand of arms, fifteen horses and wagons, and other trophies.

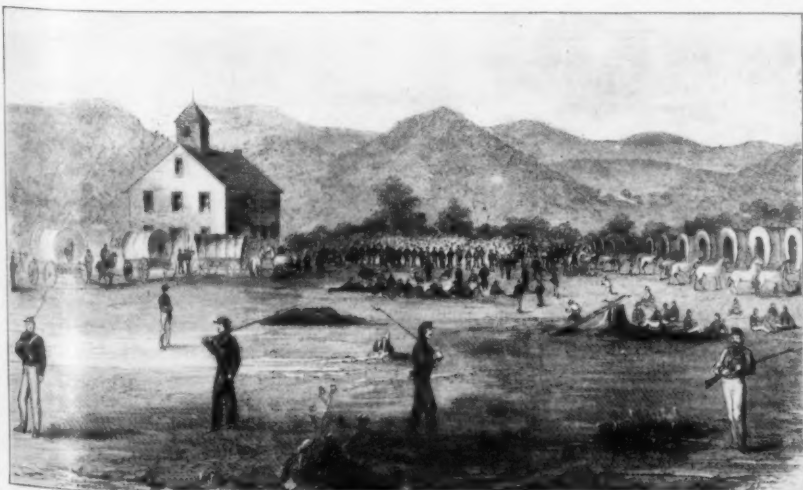
One of our warships has done something at last. The Confederate States schooner Petrel, some time since the United States revenue cutter Aiken, when off Charleston discovered the United States frigate St. Lawrence, and at first mistook her for an East Indiaman. The captain, with a foolhardiness altogether astonishing, fired three guns at the St. Lawrence. The St. Lawrence opened her ports, fired her broadside into the schooner, which sunk her at once. Eight of the crew were instantly killed, and the remaining thirty-six were rescued by the boats of the St. Lawrence.

A thrill of intense satisfaction ran through the whole Union States on the receipt of the glorious news from Kentucky. As in the case of Missouri, the Confederates hoped by the Convention to vote Kentucky out of the Union, but the loyal men exerted themselves, and the Confederates were utterly defeated by a majority of over sixty thousand votes. It is now expected that John C. Breckinridge will at once resign his seat in the Senate.



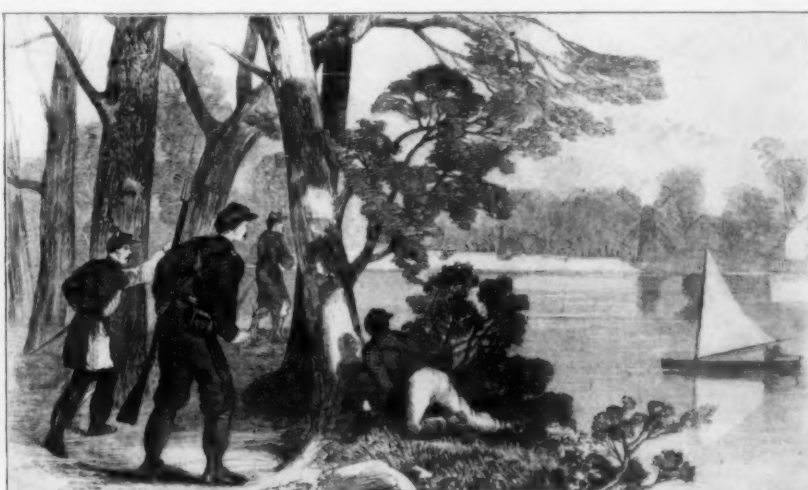
Belle Air, Ohio.—Steamboats conveying troops and munitions of war for the Federal forces on the Great Kanawha.

From a sketch by Emil Bott, Wheeling, Va.



The Southern prisoners captured by Major-General McClellan's column in the series of brilliant victories in western Virginia, under guard at Beverly, Va.

From a sketch by our special artist accompanying Major-General McClellan's command.



Discovery of a new Confederate battery at Messeh's Point, near the mouth of Back River, by a scouting party of the Tenth Regiment of New York Zouaves.

From a sketch by our special artist accompanying Major-General Butler's command.



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